VOGUE



AMERICANA NUMBER

1950

EYES ON U.S.A. FASHIONS

"THERE GOES AN AMERICAN"

ADVANCE RETAIL TRADE EDITION

COPYRIGHT 1950, THE CONDÉ NAST PUBLICATIONS INC.

February 1, 1950 Price 50 Cents in U. S. and Canada $1.00 All Other Countries Incorporating Vanity Fair



Exclusive,

DISTINCTIVE CHARACTER IN COTTON

In a year when fashion depends on fabric texture quite as much as on cut, Bates sculptured PICOLAY* fabric stands alone, without precedent, without peer. Bates marks a century of progressively finer fabrics with this permanently embossed cotton in magnificent new prints and glorious jewel tones . . . as in this dress designed by Pat Premo.

**Trademark Reg. U. S. Pat. Off.*

Bates

FABRICS

1850 — 1950 Bates 100th year

"Loomed to be Heirloomed"

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13

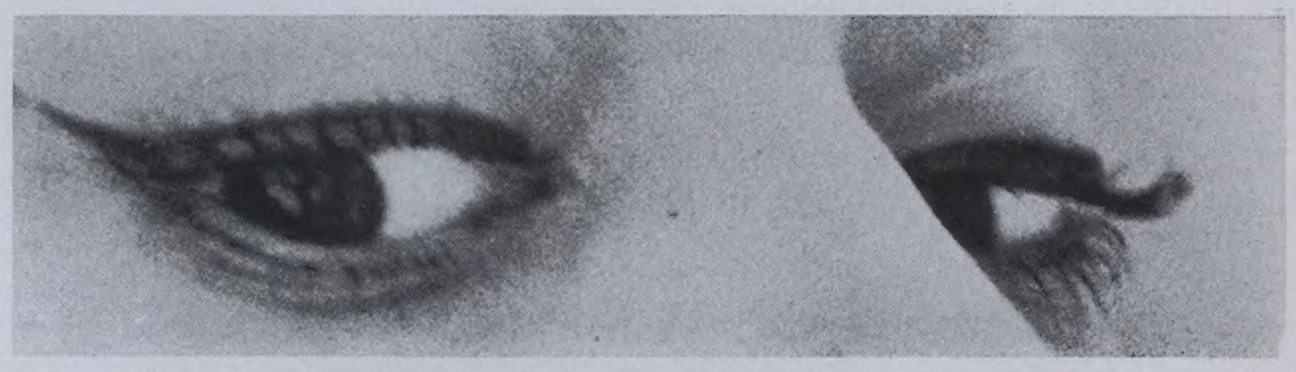
VOGUE

TRADE EDITION

February 1

"EYES ON U.S.A. FASHION"...

This thirteenth Americana issue of Vogue gives its pages to showing why all eyes are on U.S.A. fashions . . . and how they are recognized this spring of 1950.



VOGUE SAYS:

"GOOD GAY COAT . . . AMERICAN CLASSIC, NEW EDITION."* The coat in a stand-out colour is a standby fashion . . . and very this-minute with sloped shoulders, belted fullness, or styling like a man's shirt (hemline-long). Exclamation colours . . . lime, rosy orange, ice-cream pink and tangerine red (pages 174 and 175) . . . are important 1950 contenders for fashion honours.

Sell the fashion

of the good gay coat with authority, with enthusiasm, and with consistency. Tell your customers in advertising copy, in selling and in fashion show commentaries that the gay coat is no longer an extra fashion but a good fashion, a good standby, a good buy.

VOGUE SAYS:

"AMERICAN NATURAL . . . THE PRECISE LOOK OF BLUE AND WHITE."* Navy-blue with white . . . always good . . . becomes distinguished and important this spring. Our editors choose this "night and day shade" of navy with white in a really big collar, a generous roll of scarf, longer gloves or perhaps in a little white hat. Pages 160 through 163 show it in a sweater suit for under furs; afternoon-and-later dresses.

Sell the fashion

of navy-blue . . . an American natural . . . with the 1950 look of white. Display our four pages in fitting rooms and at accessory counters to show that a sprig of white lilacs, or the roll of a large white collar, can have the shock value of colour. Sell the new way of navy with white.

VOGUE SAYS:

"NEWS . . . GREY PLUS COLOUR."* The grey suit, "America's spring habit," is freshly, imperatively *news* when combined with colour. With a flick of yellow, blue or apricot, the good grey suit becomes 1950. Our editors show "good grey touched with nothing but colour" on pages 171 through 173 . . . chart the way of a crisp taffeta scarf, a long pair of gloves, and even *two* colours with one grey.

Sell the fashion

of grey with colour for day, for dinner, for every hour of spring, 1950. Advertise it, display it, present it on runways. In entrance windows, show the flick of colour in accessories against a grey background.

COPYRIGHT 1950, THE CONDÉ NAST PUBLICATIONS INC. PRINTED IN U. S. A.

VOGUE IS PUBLISHED SEMI-MONTHLY, EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC., BOSTON POST ROAD, GREENWICH, CONNECTICUT. EDITORIAL AND ADVERTISING OFFICES: 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. ENTERED AS SECOND-CLASS MATTER AT THE POST OFFICE AT GREENWICH, CONNECTICUT, UNDER THE ACT OF MARCH 3, 1879. THE TRADE EDITION OF VOGUE IS AVAILABLE TO RETAILERS AND MANUFACTURERS OF WOMEN'S READY-TO-WEAR APPAREL AND ACCESSORIES BY SUBSCRIPTION PLACED DIRECT WITH THE PUBLISHER.

TRADE EDITION SUBSCRIPTION RATES:
$10.00 FOR 2 YEARS, $6.00 FOR 1 YEAR
TO POINTS OUTSIDE CANADA, U.S.A. AND POSSESSIONS:
$15.00 PER YEAR

ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES

VOGUE, FEBRUARY 1, 1950, VOL. 115, NO. 2

VOGUE SAYS:

"THE ACCENT OF SPRING . . . WHITE BEAUTY SPOTS." Straight through this issue, on almost every page, you will see white accessories. There are white collars that spread almost to the waistline, snowy hats, white gloves (again and *more*), lots of white flowers, and white looking 1950 in long strands of beads. There is even white in a story on checks. The only place you won't see white is with grey. White is more than a supporting fashion . . . it's the star this spring, 1950.

Sell the fashion

of the "white beauty spot" in every ready-to-wear, millinery and accessory department. Spotlight white in newspaper advertising, in window displays and in fashion departments throughout the store.

VOGUE SAYS:

"1950 DRESS, AMERICA'S OWN . . . THE SHIRTWAIST DRESS."* America's own shirtwaist dress falls into an easy, fluid line over the American figure and into the life that is ours. Our pages show two examples, see page 130. Stocks all over the country are burgeoning with the shirtwaist line in dresses, suits and coats. In any version, the shirtwaist silhouette has an ease that is native, a line that is adaptable, and is one of the best fashions of the year.

Sell the fashion

of the shirtwaist line that has a native affinity for flexibility, adaptability and wearability. In promotions, give prestige and stature to the American fashion of the shirtwaist line . . . it's home-grown and good *and is spring, 1950.*

VOGUE SAYS:

"NEW AFTERNOON NECESSITY, THE 'STRIPLING' SHOE." The ease and flexibility that are basic beloveds in American wardrobes, have necessitated and will reward the "Stripling" shoe. On page 181 you will see "Striplings" for afternoons and later that "emphasize the long-legged look . . . important with skirts at a par of 14 inches."

Sell the fashion

of Vogue's "Stripling" shoe . . . a fashion minimum for after-five and on. Tie-in stockings with minimum reinforcements . . . show *your customers the grace and beauty of this increasingly important coordination of shoe and stocking.*

And don't miss . . .

"SPRING FASHION LANGUAGE, AMERICAN ACCENT" (page 170) . . . Vogue's interpretation of *the* news for you to promote for spring, 1950.

"FRIENDS OF MRS. EXETER'S: GOOD SUITS" (pages 178 and 179) . . . three suits sure to have prototypes in your Women's Shop. Their news: a "good-suit-plus plan in the way of accessories."

"A LITTLE GOES FAR: A TRIP, A WARDROBE" (pages 176 and 177) . . . including a nylon swim-suit, cotton clothes for evening and play, a pure silk "ever-ever" dress, all at a price. A simple-to-merchandise outline for promotion of facsimiles in your south - and - summer collections.

"1950 DESIGNS" (pages 132 through 139) ". . . the work of the twenty-two designers who have won, over the past seven years, the coveted American Fashion Critics Award . . . .".

As we go to press



NYLON ENSEMBLE

New two-part fashion in nylon: brief capelet and nightgown of nylon tricot with gold-covered, tarnish-resistant elastic thread at midriff. Colours: white, yellow. Sizes: small and medium. #1810; $90.00 dozen wholesale.

A. H. ROGERS, INC.
500 Fifth Avenue, New York City

**THESE QUOTATIONS MAY BE ORDERED WITHOUT CHARGE . . . SEE PAGE 6, THIS TRADE EDITION.*

What to wear with what

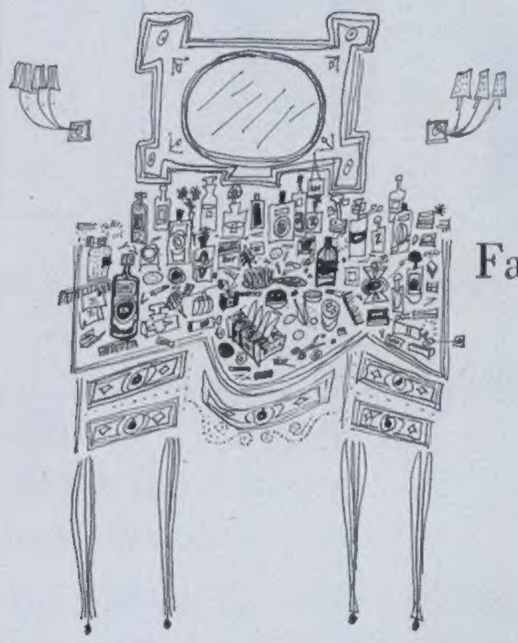
Accessory notes for daytime costume colours, spring 1950

COSTUME COLOURS	HAT	SHOES	HANDBAG	GLOVES	JEWELLERY	STOCK-INGS	ADDED TOUCHES
NAVY BLUE	navy blue	navy blue or red	navy blue or red	palest pink or white	pearl choker	beige or taupe	white organdie accent
	white, light-bright red, apricot	black (perhaps patent leather)	black (calfskin or kidskin)	white	pearls or rhinestones	beige or taupe	white lilacs or white umbrella (with white hat)
BEIGE	cream	dark honey	caramel	chamois	gold	light, flat beige	orange scarf
	pale yellow or white	black	black (lizard)	cream or white	pearl rope and gold chains	light, flat beige	white carnations or large white silk square
GOLD	black	black	black (calfskin or kidskin)	pale cream	pearls	sunny beige	black patent leather belt
RED	navy blue	navy blue (possibly patent leather)	navy blue (calfskin or kidskin)	white	pearls	light, flat brown	palest yellow carnations
	black or white	black	black	white	pinky crystals with pearls	light, flat brown	white scarf
GREY	pale grey or white	black (perhaps patent leather)	black (calfskin or kidskin)	white or pale grey	cream pearls or pearls and crystals	greyed taupe	white organdie scarf or pink carnations
	natural straw	black or dark honey	black, pale yellow, or honey	cream	pearls, or pale blue rhinestone earrings	greyed taupe	yellow carnations
BLACK/ WHITE CHECKS	white	black (perhaps patent leather)	black (calfskin or kidskin)	pale yellow	pearls	greyed taupe	black patent leather belt, red or white carnations
	black straw	black	black	cream or white	pearls and rhinestones	greyed taupe	bright red rose or white pinks

If you would like additional copies of this chart for the selling staff in your fashion departments, they are available at $2.00 for 100 copies.

WRITE VOGUE MERCHANDISING SERVICE, 420 LEXINGTON AVENUE, NEW YORK 17, NEW YORK.

Beauty is everybody's business



Beauty means business to the entire store this spring—to the main floor, right up through the ready-to-wear departments. Fashion is the *sell: this* throat cream for *that* bare-top dress; *this* orange lipstick with *that* orange hat. Sell cosmetics as fashions and make your beauty business Big Business.

1950 Beauty

The look of 1950 beauty is a major part of its sales potential. Make-up is more studied, more "frankly make-believe". Result: a profitable demand for new and *more* cosmetics.

Complexions have a mat finish. Sell liquid and cake foundations again—and powder as a "clinging veil". Stress the importance of the right colour—co-keyed to both the complexion and the costume.

Eyes are the new focal point. Newest eye fashion: the "doe-eyed" look—achieved by a sweep of pencil from the inner eyelid, out and up toward the temple. Sell a wardrobe of colours in eye shadow—one blue or one green is no longer enough. Suggest new and more colours—perhaps a silvery sheen for after five.

Lips are bow-shaped. Sell brushes, two shades of lipstick at a time—a darker one to outline the lips, a lighter one to fill in.

Hair is still short and polished. The crisply-clipped head has a smooth crown, softness over the ears. It needs *care*. Important in this scheme of things: hair cosmetics—brushes, pomades, shampoos, lotions.

1950 Fashion

Clothes, accessories and their 1950 details—point up and provide a sound basis for the sale of cosmetics and treatment lines. Check stocks for the beauty essentials suggested here; promote them strongly and consistently *with* 1950 fashions . . . *as* 1950 fashions.

These 1950 fashions . . .	*. . . help sell these cosmetics*
off-the-face hats	HAIR CARE PREPARATIONS EYE MAKE-UP/PREPARATIONS
bare-top, low-neckline dresses chandelier earrings	SKIN FOUNDATIONS THROAT CREAMS
short-sleeved and sleeveless dresses	ELBOW CREAMS
wider, more lavish bracelets big, impressive rings	HAND TREATMENTS NAIL SETS AND IMPLEMENTS
shorter skirts	LEG AND BODY LOTIONS DEPILATORIES
strappy shoes	FOOT CARE PREPARATIONS
colour—particularly the pink-through-red range, the golds and beiges	SKIN CARE PREPARATIONS A VARIETY AND WARDROBE OF LIPSTICK/NAIL POLISH COLOURS

In all parts of your promotion, stress beauty as a fashion, as a
Make beauty the business of all your fashion departments and

HAIR CARE PREPARATIONS

JOHN H. BRECK
DUSHARME—Hair Creme
HARPER METHOD
OGILVIE SISTERS
HELENA RUBINSTEIN
SHULTON—Shampoo
YARDLEY—Cream Shampoo

EYE MAKE-UP AND PREPARATIONS

ELIZABETH ARDEN—Eyelash Cosmetique, Eye-Stopper
AZIZA—Mascara Remover Pads, Waterproof Mascara, Iridescent Eye Shadow, Eyepencil (mechanical)
MAYBELLINE—Mascara, Eye Shadow, Eyebrow Pencil
HELENA RUBINSTEIN—Herbal Eyelid Oil, Waterproof Cream Mascara

SKIN FOUNDATIONS

ELIZABETH ARDEN—Pat-a-Creme, Lille de France
HATTIE CARNEGIE—Powder Foundation
CHARLES OF THE RITZ—Revenescence Cream, Complexion Veil
COTY—Sub-Tint, Loosprest Powder
MAX FACTOR—HOLLYWOOD—Pan-Cake, Pan-Stik
LUCIEN LELONG—Quick Change
GERMAINE MONTEIL—Beauty Balm, Sensitone Lotion
RICHARD HUDNUT—Du Barry Foundation Lotion
REVLON—Touch-and-Glow
POND'S—Angel Face, Vanishing Cream
HELENA RUBINSTEIN—Silk-Tone Make-Up, Bridal Tint, Sun Tint
SCHIAPARELLI—Shocking Foundation Tint

THROAT CREAMS

ELIZABETH ARDEN—Ardena Special Neck Cream
HARRIET HUBBARD AYER—Throat Cream, Special Astringent
FRANCES DENNEY—Neck and Contour Blend, Special Astringent
MARIE EARLE—Araline
COURIELLI—Estrolar Throat Oil
DOROTHY GRAY—Throat Cream and Chin Strap
TUSSY—Rich Cream

ELBOW CREAMS

CHARLES OF THE RITZ—Akimbo (cream, pumice, elbow pads)
ALSO, SEE LIST OF HAND TREATMENTS BELOW

HAND TREATMENTS

ELIZABETH ARDEN—Blue Grass Hand Lotion
CHARLES OF THE RITZ—Alabaster Hand Lotion, Velvet Glove Cream
CHEN YU—Jade Hand Lotion
FRANCES DENNEY—Oils of the Wilderness for the Hands
DOROTHY GRAY—Hormone Hand Cream
HOUBIGANT—Quelques Fleurs Hand Lotion
LENTHÉRIC—Hand Lotion
REVLON—Aquamarine Lotion, Hand Cream, Lotion Soap
PEGGY SAGE—PS Hand Cream, Fairhand Lotion
SHULTON—Early American Old Spice Hand Lotion
YARDLEY—Hand Cream

MANICURE SETS AND IMPLEMENTS

CHEN YU
NAYLON (LA CROSS)
PEGGY SAGE (NORTHAM WARREN)
REVLON
WISS
MILLERS FORGE

LEG AND BODY LOTIONS

ELIZABETH ARDEN—Velva Liquid
CHARLES OF THE RITZ—Velvet Texture Lotion
DOROTHY GRAY—Estrogenic Hormone Lotion
LENTHÉRIC—Dry Skin Lotion
HELENA RUBINSTEIN—Body Smooth
YARDLEY—Complexion Milk

DEPILATORIES

ELIZABETH ARDEN—Sleek
DOROTHY GRAY—Depilatory Wax
HELENA RUBINSTEIN—Nudit

SKIN CARE PREPARATIONS

ELIZABETH ARDEN—Skin Lotion, Orange Skin Cream
HARRIET HUBBARD AYER—Luxuria Cleansing Cream, Skin Lotion
COTY—Conditioning Cream, Cleansing Cream, Eye Cream
BARBARA GOULD—About Time facial kit
DOROTHY GRAY—Special Dry-Skin Mixture, Cellogen Cream
GERMAINE MONTEIL—Plastic Cream, Rose Skin Cream, Complexion Soap
COURIELLI—Emulsion Cream, Estrolar Cream, Active Ozone Cream
POND'S—Cold Cream, Dry Skin Cream
HELENA RUBINSTEIN—Pasteurized Face Cream, Herbal Extrait
SCHIAPARELLI—Shocking Cleansing Cream, Night Cream

Beauty: everybody's business in your store

Make beauty and beauty essentials 1950 fashions through coordinated, store-wide promotions. Check each of your selling departments for double-sale possibilities.

In ready-to-wear departments . . .

letter dressing room cards with beauty-fashion notes:

"Short sleeves need pretty elbows.
Brand Name's Elbow Cream"

"Pretty compliment to pinks:
Brand Name's _____ Pink lipstick"

See our chart on page 4 for other suggestions. . . .

compile a list of lipstick shades coordinated with ready-to-wear colours, for the selling staffs in fashion departments. Suggest lipstick shades suitable for pinks, for orange-reds, golds, beiges.

In the millinery department . . .

plan counter displays of outstanding hat shapes and colours—with cards selling the beauty essentials that compliment them:

"Spring is a pink hat . . . and Brand Name's lipstick"

"With a little spring hat: a neat little head.
Visit Store Name's Beauty Salon, ___th Floor"

In the stocking department . . .

letter a card by a display of stockings and depilatories:

"Store Name suggest: pretty stockings are prettier over sleek, smooth legs"

In the jewellery department . . .

plan a series of counter displays coordinating jewellery with beauty preparations. (With necklaces and chandelier earrings: throat creams, foundations, powders. With rings and bracelets: nail polish, hand creams.)

letter cards:

"Background for beauty: a lovely hand"
"Background for beauty: a lovely throat"

In accessory departments . . .

pick up colour tie-ins whenever possible; display scarfs and flowers with companionable lipstick shades. For identification, point up a specific Brand Name colour.

In advertising . . .

schedule a full-page advertisement picking up the beauty-fashion tie-ins suggested in our chart. Headline:

"Beauty is fashion"

run "ears" to ready-to-wear advertisements. For example,

with a fashion advertisement on beige suits;
a cosmetic advertisement on suitable foundation, lipstick and powder colours.

fashion accessory. Display beauty, advertise beauty, talk beauty.
all of your customers...and you'll have a thriving beauty business.

To sell fashion, quote

VOGUE

Use these quotations in your advertising and/or on window or departmental cards.

YOUR RELEASE DATE: JANUARY 31ST.

THESE "VOGUE SAYS" CARDS
MAY BE ORDERED WITHOUT CHARGE.

a. on 16" x 20" unmounted display sheets
b. on 12" x 15" mounted display sheets *c. on 5" x 7" tent cards for counters*

Check the number and type of each card wanted
and return this coupon to us, please (2/1)

VOGUE SAYS: "*News—grey plus colour*"
a ☐ *b* ☐ *c* ☐

VOGUE SAYS: "*American natural—the precise look of*
a ☐ *b* ☐ *c* ☐ *blue and white*"

VOGUE SAYS: "*A white beauty spot has the effect of colour*"
b ☐ *c* ☐

VOGUE SAYS: "*Good gay coat—American classic, new edition*"
a ☐ *b* ☐

VOGUE SAYS: "*1950 dress, America's own—the shirtwaist dress*"
a ☐ *b* ☐

VOGUE SAYS: "*It's a spring for American checks—right now*"
a ☐ *b* ☐ *c* ☐

VOGUE SAYS: "*The lumber-jacket line is news again*"
a ☐ *b* ☐

VOGUE SAYS: "*New sensation—soft shoes in town*"
a ☐ *b* ☐ *c* ☐

Name_____

Store Name_____

Address_____

Vogue Merchandising Service
420 Lexington Avenue, New York 17, New York

To sell spring colour

VOGUE SAYS: "Spring colour news—rosy orange"
VOGUE SAYS: "This is the spring for American blues"
VOGUE SAYS: "Exclamation point—blue and white, now into spring"
VOGUE SAYS: "News—blue and white after five"
VOGUE SAYS: "Grey leads a new life this spring"
VOGUE SAYS: "New grey—touched by nothing but colour"

To sell spring fashion

COATS AND SUITS

VOGUE SAYS: "The good gay coat is a standby"
VOGUE SAYS: "Firm U.S.A. fashion—the coat in gay colour"
VOGUE SAYS: "The good gay coat complements narrow skirts"
VOGUE SAYS: "Incoming fashion—the pink coat"
VOGUE SAYS: "The box-jacket suit has an arrow-straight skirt"
VOGUE SAYS: "Bloused-back suit—always easy, always belted"
VOGUE SAYS: "The lumber-jacket line is neat, easy, American"
VOGUE SAYS: "America's spring habit—the grey suit"
VOGUE SAYS: "Spring plan, American—prized grey flannel"
VOGUE SAYS: "The neat and easy suit—all-year American favourite"
VOGUE SAYS: "Checks are at their best with pure white"
VOGUE SAYS: "Checks are a fresh word every spring"
VOGUE SAYS: "Checks are fashion gold in 1950"
VOGUE SAYS: "That's American—that able way with separates"

DRESSES

VOGUE SAYS: "This-season shirtwaist dress has a loose bodice, small waist"
VOGUE SAYS: "The 1950 shirtwaist dress fits into its time"
VOGUE SAYS: "News—checks after five"
VOGUE SAYS: "This spring—checked silks"
VOGUE SAYS: "Good advice under furs—a navy-blue dress"
VOGUE SAYS: "American accomplishment—a nutshell wardrobe"
VOGUE SAYS: "Linen for evening, from now on"

To sell spring shoes

VOGUE SAYS: "New afternoon necessity—the afternoon 'stripling' shoe"
VOGUE SAYS: "The 'stripling' shoe is openly pretty"
VOGUE SAYS: "The 'stripling' shoe for shorter skirts; the longer-legged look"
VOGUE SAYS: "This-season shoe—narrow, high-heeled"
VOGUE SAYS: "News—soft shoes with elegance of décor"
VOGUE SAYS: "The opera pump has new cross-traffic of straps"
VOGUE SAYS: "Low soft shoe—new young visitor to town"

To sell spring accents

VOGUE SAYS: "There's a big new white collar class"
VOGUE SAYS: "1950 thought—outsize white collar and cuffs"
VOGUE SAYS: "White beauty spots underline the spring date-line"
VOGUE SAYS: "1950 addition—the white flower"
VOGUE SAYS: "Americana—pearls worn casually, in quantity"
VOGUE SAYS: "Spring, 1950—pearls as ever"
VOGUE SAYS: "This-spring idea—enormous chalky beads"
VOGUE SAYS: "News to gloves—nasturtium colours"
VOGUE SAYS: "Put opera-length gloves under the cuff"
VOGUE SAYS: "1950 look—low-waisted loose blouse"
VOGUE SAYS: "The spring pillbox comes down on the forehead"
VOGUE SAYS: "News—the elliptical sailor"
VOGUE SAYS: "Spring, 1950—gold-pale straw hat"



OTTO FENN

BERGDORF GOODMAN
5th AVE. at 58th ST. • NEW YORK 19
ON THE PLAZA

BG ready-to-wear Original

Designed by us, sold only by us and ready to put on for your first spring showing. Silk costume suit (the sleeveless, self-supporting little dress an entirety in itself) with its own velvet-touched jacket. Navy or black with white polka dots, sizes 10 to 16, $275



"of san francisco"
city of sophisticates and superlatives
...of longest bridges and suddenest hills,
and fairest flowers
and smartest women

Lilli Ann of san francisco



Lilli Ann of San Francisco takes the suit into big fashion news for spring, does exciting new things in exciting new ways, always with perfectionist tailoring, custom-like built-in shapes, half-lined skirts, important details. This one has a beautifully cut long jacket, makes a big thing of buttoned straps, comes in stunning men's wear worsted or Lillateen, a wonderful new sheen gabardine, in perfect colors...sizes 10 to 20 ...about ninety dollars ...at fine stores everywhere.

HURRELL PHOTOGRAPH—HAT BY MR JOHN

TELEPHONE YOUR
LOCAL WESTERN UNION
BY NUMBER

Ask Operator 25 for name
of store nearest to you
or write Lilli Ann,
973 Market Street,
San Francisco.

OPERATOR 25

Vogue
February 1, 1950

VOGUE incorporating Vanity Fair is published semi-monthly except for the months of January, June, July and December, when it is published monthly by The Condé Nast Publications Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscriptions $7.50 a year in U. S. A.

Vol. 115, No. 2
Whole No. 1842



George Platt Lynes

Head-on into a glorious spring

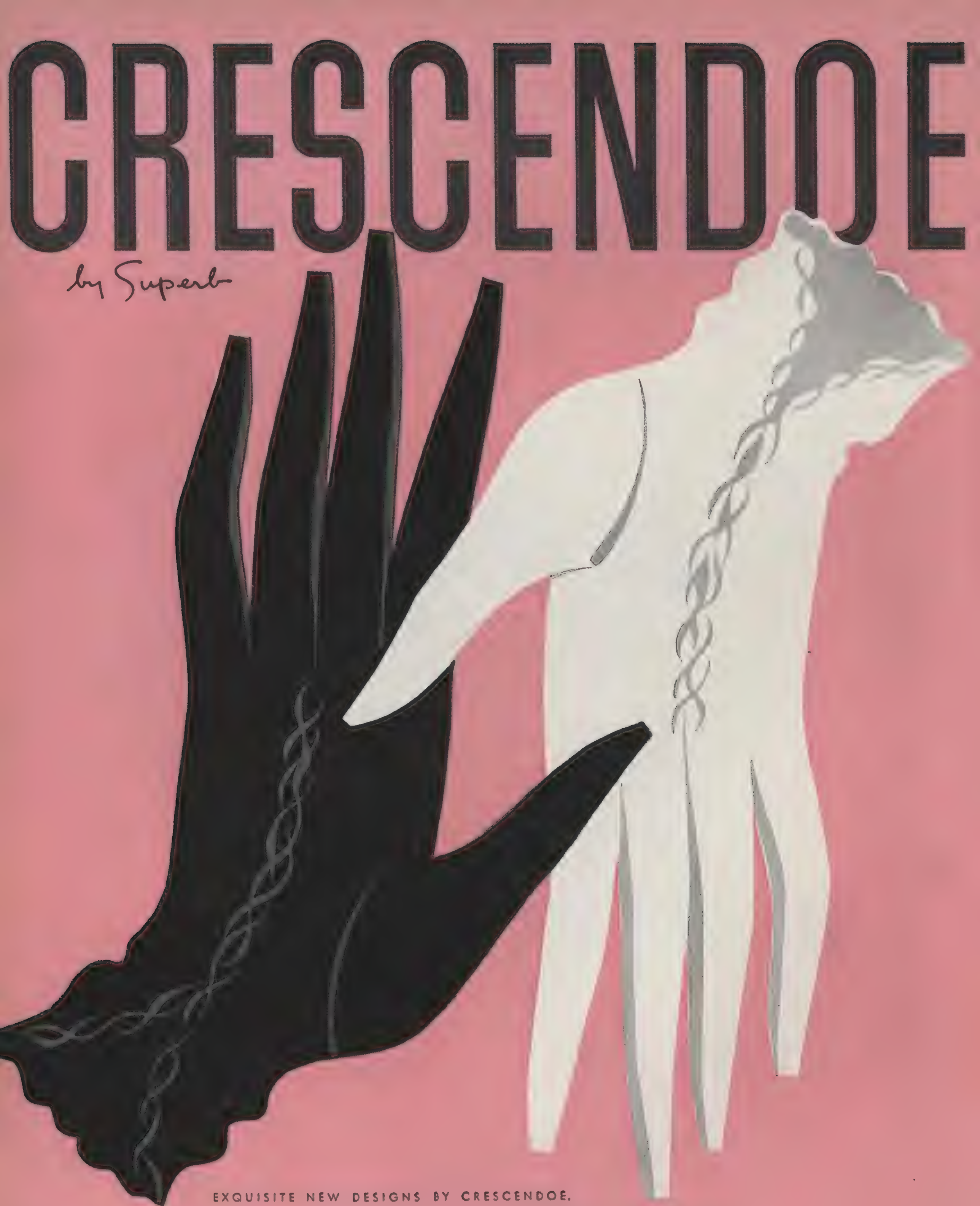
... white-sparked navy

from our Custom-Order Millinery Collection

Henri Bendel
10 WEST 57
NEW YORK 19 NY

CRESCENDOE

by Superb



EXQUISITE NEW DESIGNS BY CRESCENDOE.

LEATHER-TAILORED OF EXCLUSIVE WONDER FABRIC

THAT AFTER WASHING HOLDS PERFECT SHAPE—

GROWS EVEN SOFTER, LOVELIER AND DOESKIN-LIKE.

"MUSETTE"—$4.00 OTHER THRILLING STYLES FROM $2.50 TO $5.00.



Jacques Fath's first American collection of coats and suits,

made by Carmel, is ours alone. This suit and coat in muted checked worsted

each 165.00, on the Third Floor. Also at Manhasset, Westchester, Millburn

Mangone town suit, polished to sartorial perfection... the cloth, Pola Stout's agate-hued worsted. In Baltimore, only at **HUTZLER'S**





Co-ordinated Costume . . . *by the one-and-only Philip Mangone . . . who has manipulated two beautifully-related Pola Stout fabrics in this unusually distinguished coat and suit. Sizes 12 to 16. The coat in grey and rose wool plaid; the cardigan suit in grey and rose companion check, each 185.00. Altman coats and suits, third floor*

E Stone

B. ALTMAN & CO. FIFTH AVENUE

The incomparable beauty . . .

of classic design



Pendant can be worn as ring

VAN CLEEF & ARPELS

World famous French designers and manufacturers of precious jewelry

744 FIFTH AVENUE, NEW YORK

PALM BEACH • NEWPORT • PARIS • LONDON • MONTE CARLO • CANNES • DEAUVILLE

Juilliard

Woolens



PENPOINT . . . Juilliard's new patterned worsted, underlines the eloquent simplicity of Philip Mangone's suit. For stores featuring Juilliard woolens in designer fashions and by-the-yard, write

A. D. Juilliard & Co., Inc.,
40 West 40th Street, New York.

Juilliard
REG. U.S. PAT. OFF.
100% VIRGIN WOOL

"fine fabrics are the foundation of fashion"

HAT BY MR. JOHN



Wembley

$2.00

Remember Him
on Valentine's Day
February 14th

too, is close to his heart!

Executive, artist, sportsman, he's *your* man and here's the Valentine that *says* it. It's Wembley's new Heraldry series—a royal crest set upon a rich textured background. Each pattern is styled in six fashion-right colors designed to complement the new pastel shirts and lighter tone suitings for Spring. A thoughtful tribute to his good taste, a telling expression of yours.







Wembley*

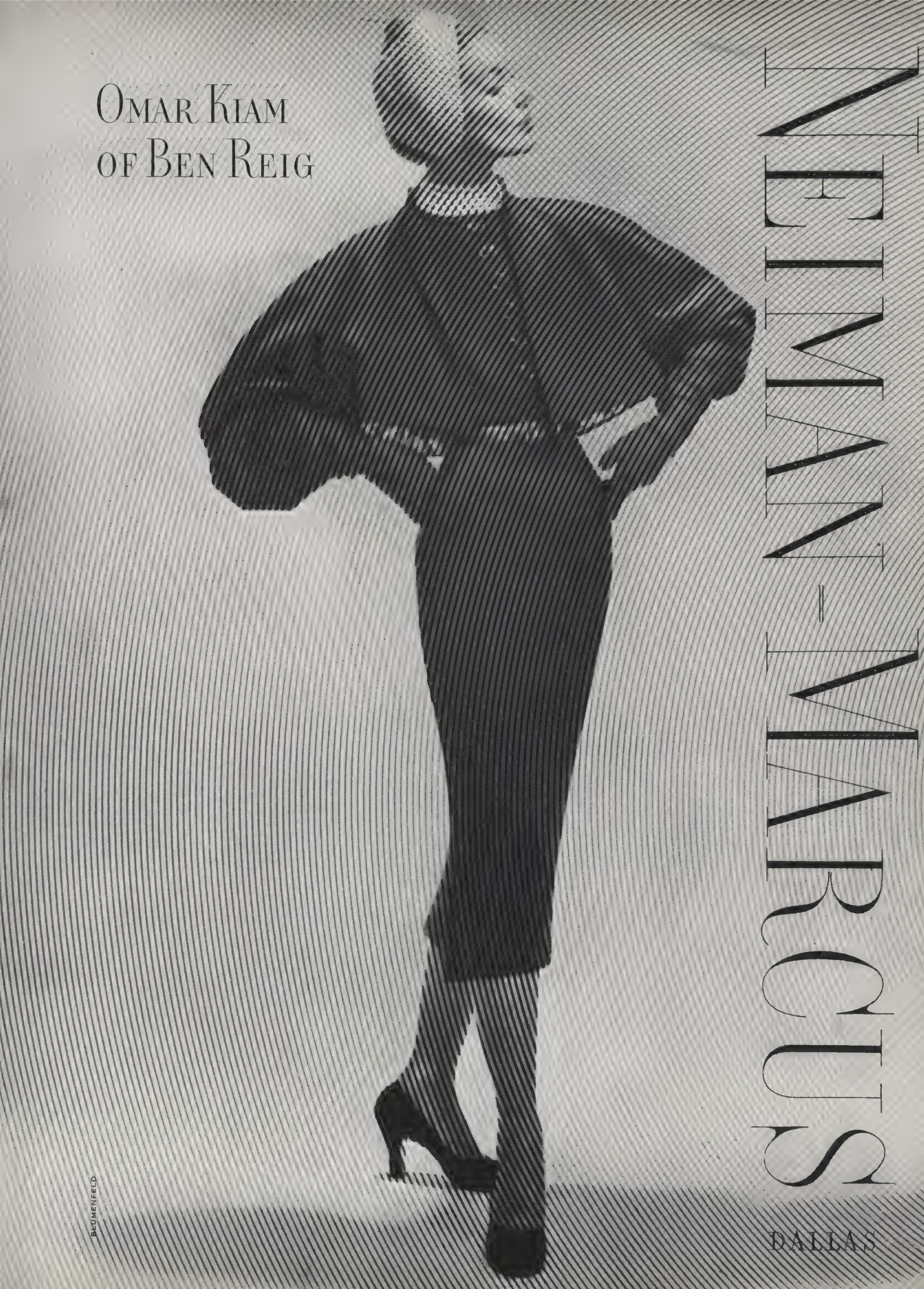
©WEMBLEY, INC., EMPIRE STATE BUILDING, NEW YORK 1, N. Y

*Reg. U. S. Pat. Off.

Wembley Ties are available at better stores everywhere. For the name of the store nearest you, write Wembley, Inc., Empire State Building, New York 1, N. Y.


Miron
woolens
ROTHMOOR
specifies:
the spring newness of
navy and white,
important with belt.
In Miron's
tiny check worsted.
100% virgin wool. Miron Mills, Inc., 51 Madison Ave., N.Y.
HAT BY MR. JOHN

OMAR KIAM OF BEN REIG



NEIMAN MARCUS

DALLAS

BLOMENFELD


We have a feeling for—
filmy laces that seem to spell Spring.
Real Chantilly lace
tailored-top sun-down dress with
fabulous corsage.
Sizes 10-18. Royal or
Toast. 89.95

I. Magnin & Co.



again, real Chantilly lace,

with appliqued strapless bodice

and take-off jacket.

Sizes 10-18.

Navy over light blue,

Black over lime. 165.00

HORST-VOGUE STUDIOS

• BEVERLY HILLS • PASADENA • SANTA BARBARA

Trigere's elbow-short cape sleeves on the newest coat for spring; a narrow sheath, closed with three sterling silver buttons. Forstmann's grey flannel, 10 to 16, 235.00. Coat Collections.



SAKS FIFTH AVENUE
NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT • PITTSBURGH • MIAMI BEACH • PALM BEACH

S.F.A. Exclusive: Self ric-rac used as only Sophie can, on a suit made as meticulously as a jeweler's piece. In imported black or brown and white worsted. Ready to wear. 10 to 20, 195.00. Sophie Original Suit Collection.



GEORGE PLATT LYNES

SAKS FIFTH AVENUE

NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT • PITTSBURGH • MIAMI BEACH • PALM BEACH



Burnt Honey

in polished calfskin

created by

I. Miller

shops and agencies in principal cities • executive offices, Long Island City, New York

Spring's most important neutral: a delectable new tawny hue warmed to a subtle glow. Here in free form interpretations that openly further I. MILLER'S new spirited mood in shoe design. Exciting, too, in navy... effective in all the in-between shades.

there's a store in the south

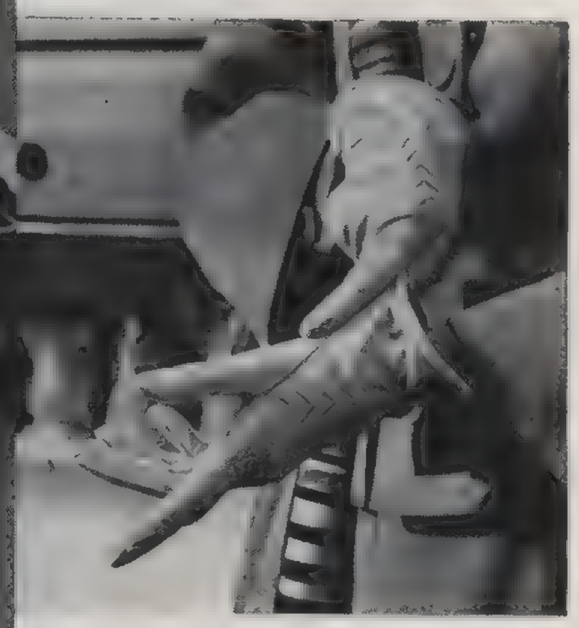
that is making fashion history **J.P.Allen**

Peachtree Street • Atlanta



The hat . . . a side swiped cloche encased in veiling, rimmed with velvet — by Lilly Daché.

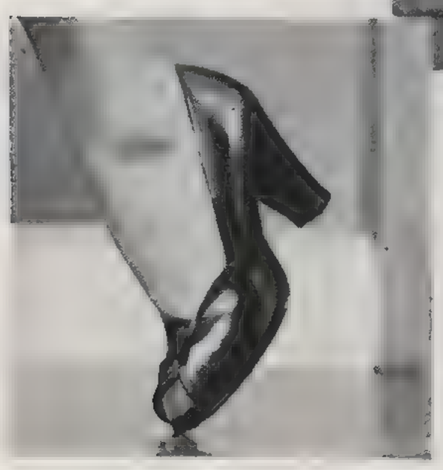




The gloves . . . in arrowhead-tracked "Chutney" for piquant flavor — by Kislav.

The bag . . . a carefully handled oblong satchel highlighted in patent — by Koret.

The shoes . . . a curved vamp pump aglow in patent leather — by I. Miller.



Philip Mangone lines a coat, fills in a neckline with imported striped taffeta. The suit . . . surely slivered; the coat . . . infallibly flared. In Mangone's own gray yarn-dyed Forstmann's Milateen. All ours exclusively in Atlanta.



Howell Conant



A this-spring costume of navy wool gabardine and pure silk printed in the colors and pattern of a Persian shawl...At once a beautiful dress and a beautiful suit...quietly elegant and versatile

Sizes 18 to 44 — 135.00

Lane Bryant

New York • Chicago • Philadelphia • Pittsburgh • Baltimore
Detroit • Brooklyn • St. Louis • Cleveland • Miami Beach

Cachet

from France
Lucien Lelong sends
you his newest
most brilliant
perfume ...

PARFUM
Cachet
PARIS

LUCIEN LELONG





The fabulous flattery of candlelight...captured in a face make-up!

Revlon introduces

'Touch-and-Glow'

new liquid make-up made with Lanolite

You know the lovely *velvet* look your skin takes on by candlelight? The tender glow of color, the all-but-flawless texture? This is the look your skin can have (even in the sunlight!) with Revlon's "Touch-and-Glow".

If you've frowned on *all* make-ups...if you fear they'll harm your skin...if you scorn a masky make-up or shun a shiny look...Revlon ends *all your taboos about make-up!*

No better make-up ever! No make-up quite so good for skin!



Here at last...a liquid *cream* make-up that never looks *greasy*, no matter what the temperature! Yet never *dries* your skin, thanks to Lanolite,** miraculous new skin-softening ingredient that actually *beauty-treats* your complexion.

Six new shades (and *natural)* scientifically formulated to *enliven* your own coloring. (Each with a harmonizing shade of Revlon Face Powder.) For a prettier-than-possible complexion ...for "*the candlelight look*"...try "Touch-and-Glow"** today.

The only make-up that gives your skin the "*mat*" finish*

1.00 and 1.50 PLUS TAX

*Not *shiny*, not *masky*...so natural, just *right!*

HAT: JOHN-FREDERICS. JEWELS: WINSTON. COLOR-CASTING BY REVLON. ©1949 REVLON PRODUCTS CORP.**TRADEMARK



where quality is the first consideration in a fabric

there is no substitute for

Celanese* acetate rayon yarn

Hafner uses Celanese yarn in a luxurious ottoman fabric for a winged coat-dress designed by Pauline Trigère. Leading mills the country over use Celanese acetate yarn to achieve their most distinguished fabrics.

CELANESE CORPORATION OF AMERICA, NEW YORK 16

*Reg. U. S. Pat. Off.



Miron navy serge with black braid $95.
Opposite: navy yarn-dyed silk surah $90.
In New York at Saks Fifth Avenue
In Washington at Julius Garfinckel
and at better stores everywhere.


LARRY ALDRICH
LARRY ALDRICH
NEW YORK

LUNT

Sterling of Lasting Good Taste

In choosing sterling . . .

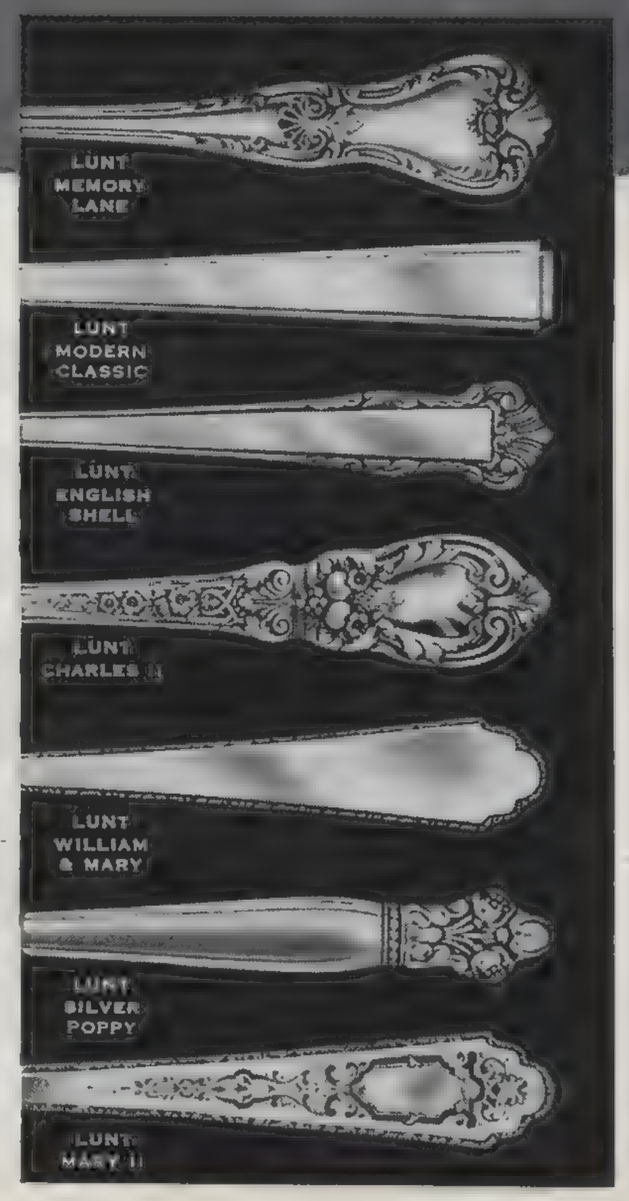
CRAFTSMANSHIP

IS SO IMPORTANT!

LUNT MODERN VICTORIAN

LUNT AMERICAN VICTORIAN

Above pieces slightly enlarged to show detailed beauty of designs.



WHILE there is in Sterling a certain invisible quality that determines its worth, there is also a tangible quality which we call craftsmanship. From craftsmanship stems the ultimate, visible beauty, charm and grace that everyone so much admires in solid silver tableware.

The two LUNT VICTORIANS—one contemporary in feeling, one subtly traditional, present striking examples of Sterling craftsmanship. Whether the design is simple and restrained, or richly decorated, each represents the highest degree of designing, die-cutting, and workmanship. Whichever way your preference leans, to the more austere or to the decidedly lavish, there is a LUNT pattern of superb designing that is right for you. Please write for literature and prices on these and other LUNT designs, addressing Dept. A-18.

Lunt Silversmiths

GREENFIELD • MASSACHUSETTS

in Southern California at the **BROADWAY**

LOS ANGELES
HOLLYWOOD
PASADENA
CRENSHAW



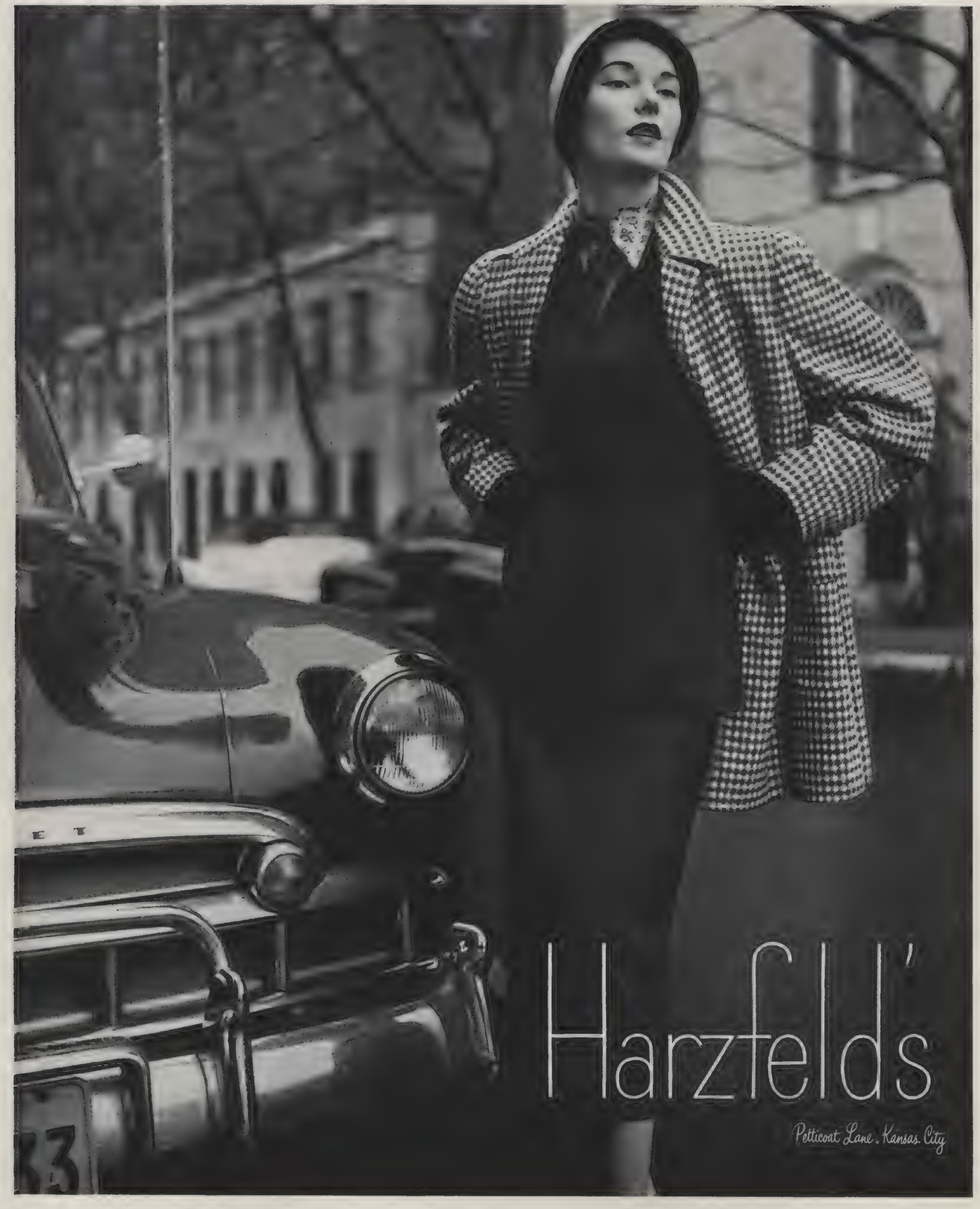
Larry Aldrich *handles pin-checks to your credit*
—frames your throat in a Pierrot collar, spikes the
clean crisp wool with a lightning-jag
of white pique. 69.95.

MUSIC-ROLL BAG BY KORET



Tailored by ORIGINALA in STROOCK'S "Vicuna", the world's finest fabric and in STROOCK'S exclusive "Originala Fleece."

For store nearest you, write: ORIGINAL MODES COMPANY, 512 Seventh Avenue, New York 18, N.Y.



Chester Barrie —made in England—wonderful traveling companions: Navy British worsted poplin suit, 125.00.
Checked British saxony wool topper, 98.75. Both in sizes 10-18.



Sure-Sized *for fashion alchemy*

This is the suit that puts fashion on your own terms...tames the season's favorite winged collar and sleeve features for you, the demi-lass of five-feet-four or under. Sure-Sized in lovely worsted sheen gabardine. Navy, skipper, black, red, dacia, beige. Also menswear flannel — grey or tan. 10-18. About $50.

SAM SILBERSTEIN CORPORATION • 512 Seventh Avenue, New York 18, New York

Lord & Taylor, N. Y. C.
Wm. H. Block Co., Indianapolis, Ind.
Woodward & Lothrop, Washington, D. C.
Bullock's, Los Angeles, Calif.
Stewart & Co., Baltimore, Md.
Marshall Field & Company, Chicago, Ill.
The John Shillito Co., Cincinnati, O.
Ernst Kern Co., Detroit, Mich.
Davison-Paxon Co., Atlanta, Ga.
Scruggs-Vandervoort-Barney, St. Louis, Mo.
Lindner-Davis — Cleveland, O.
Wm. Filene's Sons Co., Boston, Mass.
Kaufmann Dep't. Stores, Inc., Pittsburgh, Pa.
The Stewart Dry Goods Co., Louisville, Ky.
D. H. Holmes Co., Ltd., New Orleans, La.

PRESENTING *Stroock* HOPSACK FASHIONED BY *Harry-Williams, Ltd.*



Sculptured simplicity—
classic excellence . . . enduring fashion!
Modern masterpieces from the
hands of Harry-Williams, Ltd, lovingly
molded in Stroock's handsome Hopsack.
Left: The long coat with new push-up sleeves,
oversize pockets, curve-seamed shoulders.
About $85.00.
Right: The short coat with deep-set sleeves,
a flip flared back, side curved pockets.
About $69.95.
Piquant spring shades. Sizes 8 to 16.
Quality lined with Duchess Rayon.
At fine stores in most cities or write:
Grossman & Spiegel, Inc.
512 Seventh Ave., N. Y. 18

RAWLINGS

CUPID...a new and fashion-right
"Heart's Desire" color in fine NoMend nylons.
Make it your choice in NoMend's FAMOUS 5*
Proportioned Leg Types...one is
exactly yours!

Negligee by Tula

DEPEND ON

NoMend*

BEAUTIFUL STOCKINGS

*®



Swansdown®

In Skyleen, a pure worsted fabric. Sizes 8 to 18. About $50. At one leading store in your city.

Morris W. Haft & Brothers, Inc., 500 Seventh Avenue, New York 18, N. Y.

TOWLE'S

Old Colonial

Enchantingly different in design . . . authentically Colonial . . . ageless in beauty. This unique pattern, like all TOWLE Sterling, represents the finest in solid silver, is ever a prized possession in homes of taste and discernment.

TOWLE STERLING

NEWBURYPORT, MASSACHUSETTS





Carson Pirie Scott & co Chicago

THE NEW Mite-Jacket Suit

by the mighty

MANGONE



Short on length, long on fashion
...the jacket of this suit uses
the biggest of everything...
checks, lapels, collar...to
emphasize the slim skirt that
tapers beneath it.

Mangone-tailored of imported woolen. And representative of Carson's collection of truly important clothes bearing the signature, in name and nature, of the world's topflight designers.

■ **North Room Suits, fourth floor**

Hat by Sally Victor



b. h. wragge does clothes for life today







1. Box jacket, slim skirt eased by pleat in center back. Lightweight Huntington tweed mixture. Beige and tan, pink and mauve. Sizes 10 to 16. $59.95. Short-sleeved blouse. Rayon tissue faille. Sands Point tan, azalea rose. Sizes 10 to 18. $10.95. **2.** Pure silk floret print: black on bay blue, April green, azalea rose, oyster grey, Sands Point tan. Sizes 10 to 20. $45.00. **3.** Shirt and stitch-pleated skirt in silk shantung: dogwood pink over azalea rose, bay blue over Sands Point tan. Separate sash. Sizes 10 to 16. $49.95. **4.** Tailleur in silk shantung. Azalea rose, bay blue, Sands Point tan, black. Sizes 10 to 18. $55.00. Short-sleeved silk blouse: floret print in black on azalea rose, bay blue, dogwood pink, oyster grey, Sands Point tan, April green. Sizes 10 to 18. $14.95.

BONWIT TELLER, NEW YORK
and other fine stores throughout the country.
Write B. H. Wragge Clothes Corp.,
550 Seventh Avenue, New York 18, N. Y.,
for illustrated booklet
of our new Spring clothes.



Hat—Mr. John

Spring music—the bolero..the polka..in a suit of summer brown yarn-dyed flannel.

the Wm H. Block Co. *Indianapolis*

at the crossroads of America



Beauty moves with assurance...
with a light step, with confident grace.
For there is something more than
just sheerness and just beauty in these
stockings: "Sole Secret," a delicate
mingling of nylon and finest cotton
in the sole, designed to cling
securely to your foot to make
each step a pleasure.

The new Sole Secret®
15 denier-51 gauge
Twisted nylon.

VIRGINIA MAID HOSIERY MILLS, INC. • EMPIRE STATE BUILDING

Virginia Maid

STOCKINGS

Fonssagrives

PHILIP MANGONE



DOES A SUIT FOR OUR DESIGNER COLLECTION



The Fifth Avenue Shop

IN GIMBELS • PHILADELPHIA

Suit and matching coat of Forstmann's gray Milanova, in misses' sizes, each $165. Hat by our own Mme. Toni Sorel, 27.50

McMullen



In travel suits designed by Dorothy Cox
of Lonsdale's Birdseye Pique and Baggage Check Cotton

McMullen

featured in finer stores—for names, write to J. R. McMullen Co., Inc., 475 Fifth Avenue, New York 17, New York



A VOGUE HAT

P. A. T. by MANDELBAUM *means fashion perfection for you, as expressed in this refreshingly smart suit of always attractive, always correct* Pacific-Sheen*—fine-textured, long-lived all-worsted gabardine. Suit about $65.*

Pacific
Craft Fabric
100% VIRGIN WOOL

LOOK TO THE fabric FIRST

Send for the name of the nearest store featuring this garment

FREE BOOKLET: "Alphabet of Wool Fabrics." Drop a card to PACIFIC MILLS, WORSTED DIVISION, DEPT. V2, 261 FIFTH AVENUE, NEW YORK 16

Pacific
Worsteds Woolens

DONNYBROOK dramatizes the "NEW TOP LOOK" in coats—timed to the mood of this very moment. They're brand new, in their soft well-groomed smartness. Choose one —you'll find it's truly your coat, to wear with assurance for many occasions.

left: The tie-on cape is most beguiling — and will prove equally so with other costumes. 100% virgin wool sheen broadcloth in navy, red, gray, dacia, beige and black. Sizes 10 to 18. Around $50.

right: Soft coat with the important face-framing collar and gathered sleeves — new pointed cuffs. 100% worsted sheen gabardine in navy, red, dacia, gray, beige and popular pastels. Sizes 10 to 18. Around $55.

HATS BY CHANDA

A Donnybrook CLASSIC

At the quality shop in your city . . . or write **DONNYBROOK** 500 SEVENTH AVENUE, NEW YORK 18, N. Y.



*TEXTRON

Early Birds

Slip them on first thing in the morning . . look pretty throughout your busy day. One to wear, one to wash . . . both Textron-tailored of finest quality piqué with swirling skirts, adjustable waistlines. Left: pistachio, copen or peach piqué with detachable capelet. Right: daffodil, aqua, rose or copen piqué with white eyelet ruffling. Mercerized and Sanforized, sizes 10 to 20, about $8.00 each.

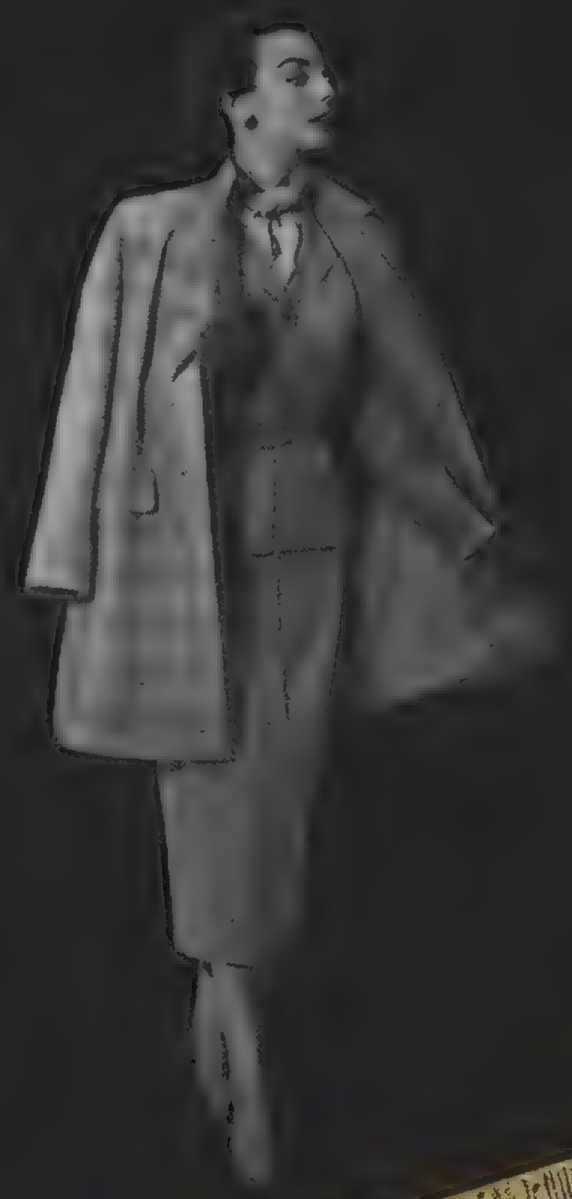
At better stores everywhere.

TEXTRON, INC.,
350 FIFTH AVENUE,
NEW YORK, N.Y.

*Reg. U.S. Pat. Off.

RAWLINGS

TEXTRON



... the label to look for





the label to ask for...



"Pacific Rose"

blooms

rampant in

Bianchini's

Woven Taffeta

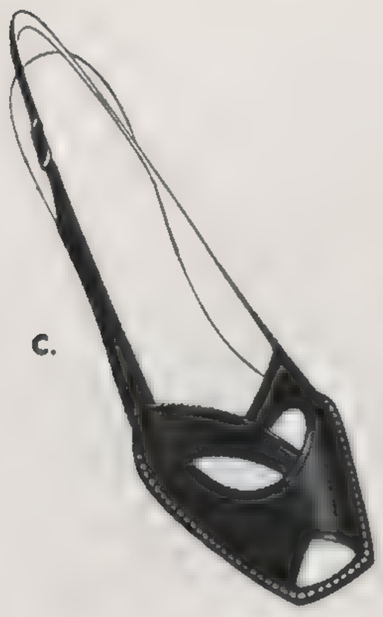
...from

the complete

collection of

Howard Greer

Los Angeles Beverly Hills Palm Springs J. W. ROBINSON CO.


C.


D.


E.

What a wonderful way to walk . . .

in Walk-Over Easi-Gaits . . . you're treading on air

. . . there's a gently firm touch under your arch . . .

everywhere else glove-soft, flexible freedom. It's the Vel-Flex* construction . . .

Walk-Over's exclusive, history-making discovery.


B.


A.



Walk-Over Easi-Gaits

Choose Your Colors

A. DUBARRY: *red or black calf.*

B. CAVALIER: *black or brown calf.*

C. COMET: *blue or black calf.*

D. FLARE: *red, blue, tan or black calf.*

E. LORRAINE: *black bucko or brown calf.*

Each unlined . . . many other colors at many Walk-Over Stores.

Walk-Over Easi-Gaits $16.95 (*Higher West*)

Other Walk-Over prices from $12.95

Geo. E. Keith Company, Brockton 63, Mass.

*®



In the city of Washington

WOODWARD & LOTHROP

for prophetic fashions



Howard Greer's drifting, dreamy, silk chiffon... here in evening's loveliest shade... Laguna Lilac... to order in other heavenly hues. Sizes 10-18. $295.



mist smooth...

liquid sheer...

Belle-Sharmeer

leg-size stockings

in

'Water Colors'

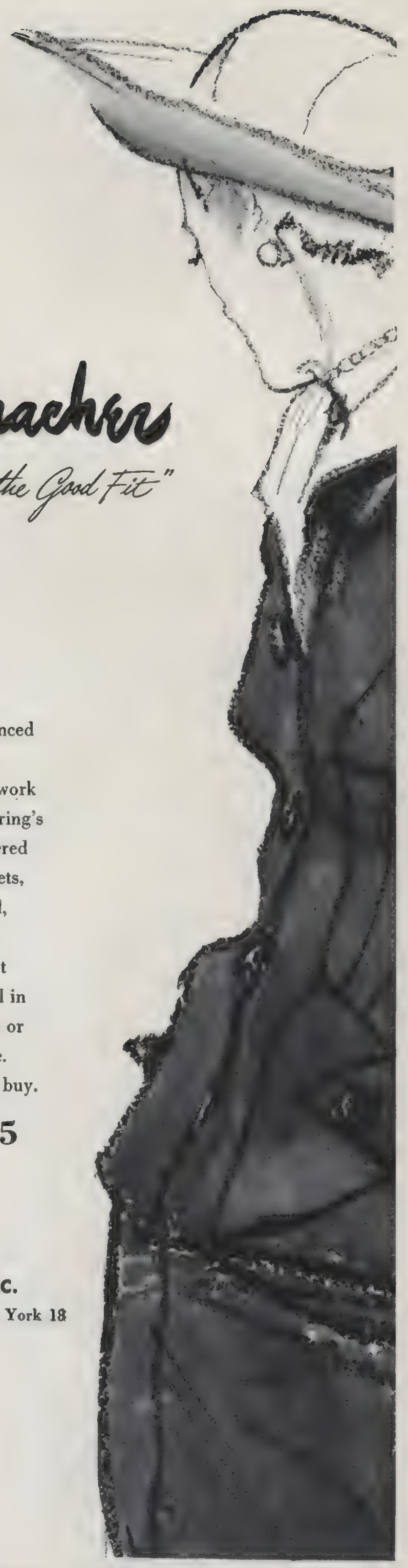
brev for slender or small legs Sizes 8 to 10

modite for average size legs Sizes 8½ to 11

duchess for tall, larger legs Sizes 9½ to 11

and classic for largest legs Sizes 9½ to 11





tailored by **Handmacher**

"You can feel the Good Fit"

Behold *the* suit, balanced as a gyroscope . . . undeniably a masterwork in design. Here is spring's narrowed line countered by hip-crossing pockets, beautifully fashioned, exquisitely detailed. Handmacher tailors it with painstaking skill in rep-wool Brillianteen or finest wool gabardine. Truly an exceptional buy.

$65

For fashion folder write Dept. V7

HANDMACHER-VOGEL, INC.

533 Seventh Avenue, New York 18

NEIMAN-MARCUS, dallas • **FREDERICK & NELSON,** seattle • **THE HALLE BROS. CO.,** cleveland • **OR ONE FINE STORE IN YOUR CITY**



a David CRYSTAL fashion

Traveller's delight—No need of a valet.

It feels luxurious—looks delightful and is styled by David Crystal in Mallinson's Dreamlon, the nylon fabric of 1950. Dreamlon wears practically forever, washes beautifully, won't wrinkle and can be packed in less space than seems possible. In grey, beige, white, black, navy, turquoise and Sistine blue. Sizes 10-20. $39.95.

I. Magnin, California and Seattle • **Neiman-Marcus,** Dallas, Texas • **Best & Co.,** New York



Prettier and lighter than morning mist!

It is one of our new and very favorite Sunshine Fashions.* Designed by David Crystal in Mallinson's Dreamlon, the amazingly cool, sheer, new nylon. Dreamlon washes—never wrinkles and takes practically no space to pack. Delightful in white, black, grey, beige, navy, turquoise, pistachio, Sistine blue. Sizes 10-20. $39.95.

Another reason for coming to Florida with your trunks empty.

*Reg. U. S. Pat. Off.

Burdine's
Sunshine Fashions
Miami • Miami Beach
Ft. Lauderdale • West Palm Beach

CAROLYN*



HAT BY CHANDA

What's the news story in spring suits?
Carolyn's answer is brief and to the point:
in two-tone worsted checks — a brief buttoned-up
jacket, uninhibited as a cape . . . cuffed sleeves
to give your bracelets the air. And what you
can't see here the wind will reveal — a
high-riding waistband on the high-fashion
skirt. A Morris Hoch original.
Sizes 9 to 15. $59.95.

*Who is *Carolyn*? Carolyn is a famous fashion organization. Each month they survey all the important fashion creations. They select only the most outstanding in design and in value — to bear the famous Carolyn label of fashion approval. • Carolyn Modes are sold exclusively in one smart shop in each city. Write to Carolyn, 128 W. 31st St., New York 1, New York for the name of the shop nearest to you.

GEMEX fine

WATCH BANDS

SONATA

$9.25

FEDERAL TAX INCLUDED

The new expansion watch band

like a rare melody . . . an exquisite note on your wrist or over your glove.

See the Gemex Sonata at better jewelers everywhere.

© 1949 GEMEX COMPANY UNION NEW JERSEY

BAY STREET **NASSAU** IN THE BAHAMAS



"BAY STREET" BY EVERFAST*

*Reg. U. S. Pat. Off.

Bay Street, Nassau's colourful shopping center, inspired this smart new print by Everfast. Find new inspiration *yourself* in cosmopolitan Nassau —now and throughout the year. Her magnificent beaches...her palm-lined fairways ...her superb sailing, fishing, riding, cycling, polo, horse racing and other sports ...all the gaiety and charm of this island playground are *only one hour from Miami* by Pan American or British Overseas Airways—frequent daily flights. Consult American Express, the world's foremost travel organization. 159 offices and thousands of correspondents in 27 nations. Protect your funds with American Express Travelers Cheques —spendable like cash throughout the world. See your travel agent or

AMERICAN EXPRESS

Travel Service

65 Broadway, New York 6, N. Y.



Kane Weill

original

designed by
Natalie Renke

*For south and spring . . . **MIRON's** feather-light tissue worsted in a pleat suit-dress, fresh with white pique. In navy, beige, grey. Sizes 10 to 18. About $60.*

For store nearest you, write Kane Weill, 498 Seventh Ave., N. Y.

HAT BY JOHN FREDERICS



Pappí

FASHIONS TIERED MARQUISETTE INTO SHEER SORCERY

SIZES 7 TO 15. ABOUT $50. AT FINER STORES EVERYWHERE OR WRITE **JUNIOR FORMALS, INC.,** DEPT. 21, 498 SEVENTH AVENUE, NEW YORK CITY



The Gibson Adjustable Collar

A necklace that combines inventiveness and beauty . . .
Monet's new "dog collar" with the adjustable slide to fit
your neck perfectly . . . In the Golden Manner of Monet.

The necklace $18.50 The bracelet $10 The earrings $5 All plus tax.

Each piece bears the signature of Monet. At finer shops. Monet Jewelers, 6 W 32nd St., N.Y.

Fashion Academy Award Winner for Fashion Leadership in Jewelry

The Fashion Academy, which selects America's ten best-dressed women, awards the first gold medal in the jewelry field to Monet.



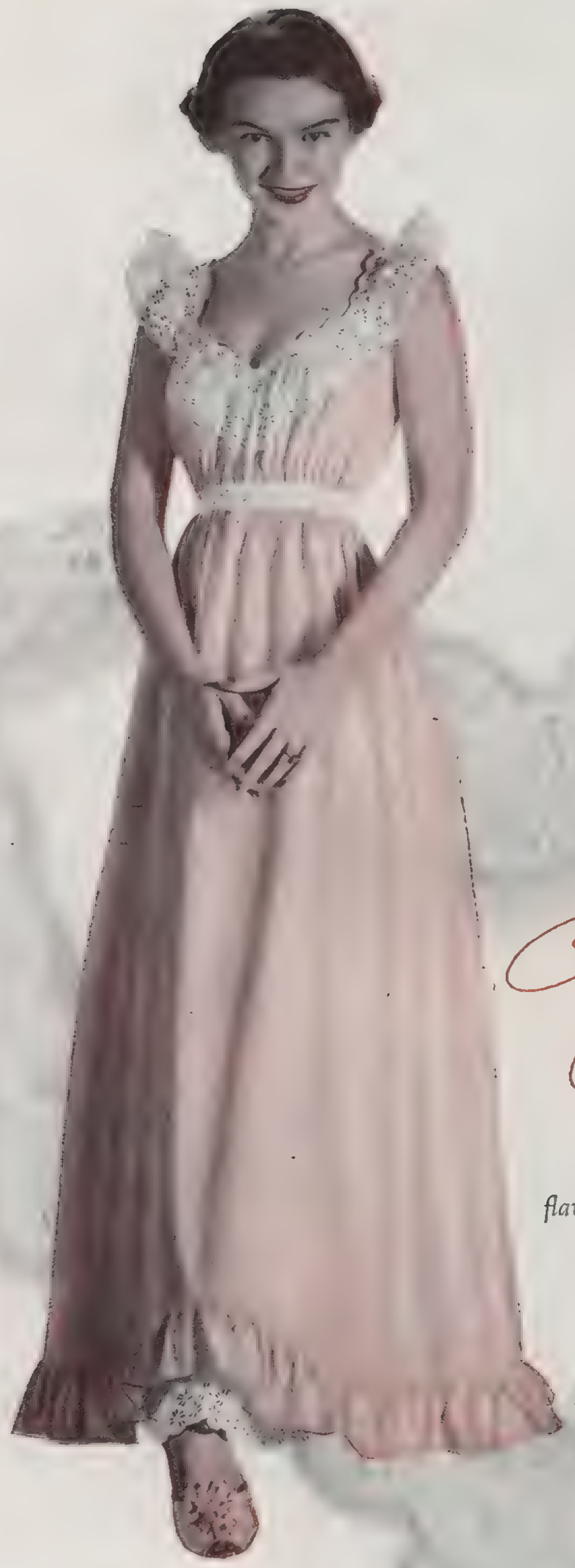
In the nude mood of spring... of exquisite grace and delicacy, **Newton Elkin's** daring new decollete toes deftly designed to set off a lovely foot... an elegant ensemble.

In calf, suede, patent... in the new color fancies of spring.

Newton Elkin
FOOTWEAR

At better stores throughout the nation

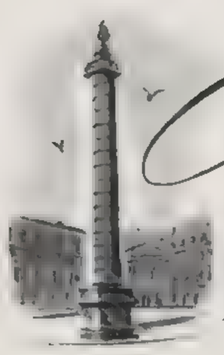
Maurice Rentner



Cotton Candy

Gossamer drift of delicate batiste, sweetly flavored with fine eyelet embroidery —framing the bodice . . . forming a saucy footnote under the flounce. In pink, blue, maize, mint; sizes 32-40. Write for name of store nearest you.

VENDOME
LINGERIE, INC.
417 FIFTH AVENUE
NEW YORK
16



Vendome Lingerie



the top of tailoring in the two-skirter

the top of tailoring is Rosenblum tailoring, is tailoring by master craftsmen who for decades have been making the finest ready-to-wear man-tailored suits, the finest suit values in America.

this versatile new Rosenblum suit has superb lines, the finest hand details, comes in a stunning tropical-weight patterned woolen . . . the best-looking checks, plaids, stripes . . . with one skirt matching the jacket and the other in fine gabardine . . . sizes 10 to 20 . . . 49.95. Marvelous Rosenblum one-skirt suits 29.95 to 59.95 . . . at fine stores.
Rosenblum, Los Angeles

MAN-tailored in California

Rosenblum®


Brevity
Behold the shape of Spring . . . a suit all softness, all femininity, conceived by Brevity for you. Detailed for drama in Forstmann's famous Master Milateen. Navy, Wheatfield, Red, Carousel Pink, Cider, Aqua, Fortune Teller Gold, Royal, Black. Sizes 10 to 16. At Lord & Taylor, New York City; Marshall Field & Co., Chicago; B. Siegel & Co., Detroit; Higbee Co., Cleveland; Jordan Marsh Co., Boston; Rich's Inc., Atlanta; Frost Bros., San Antonio, and better stores everywhere. . . . . About $79
BREVITY • 214 WEST 39TH STREET • NEW YORK 18
Hat by Chanda
by Brevity



different

...exclusive

Hollywood Knits

Paseos can't sag or stretch – roll them into luggage, hang them on a hanger ...wear them non-stop. Exclusively loomed of 100% virgin wool. Rich nubby texture snubs wrinkles, never wilts, flicks off creases, needs pressing rarely. Flower fresh colors! Sizes 10 to 20 and half-sizes 14½ to 24½ about $30.00. Size 7 to 14 about $17, 2 to 6 about $15.

HOLLYWOOD KNITS, 1044 South Hope Street, Los Angeles 15.

B. ALTMAN, *New York;* BULLOCK'S, *Los Angeles;* CITY OF PARIS, *San Francisco;* DAYTON'S, *Minneapolis;* HUDSON'S, *Detroit;* MARSHALL FIELD & CO., *Chicago;* YOUNKERS, *Des Moines;* Z. C. M. I., *Salt Lake City; and fine stores everywhere.*



any color...as long as it's **BLUE**

(...TO ADD SMART CONTRAST FOR SPRING)

any shoe...as long as it's a

Red Cross Shoe

(with the *obvious* quality, superb styling and
Fit-Tested fit you find *only* in this famous footwear)
Styles illustrated from top to bottom $10.95
The Ciro • The Ormond • The Chateau

AMERICA'S UNCHALLENGED SHOE VALUE $8.95 *TO* $10.95
Slightly higher in Canada

THE UNITED STATES SHOE CORP. RED CROSS SHOE CINTI U.S.A. REG. U.S. PATENT OFFICE

This product has no connection whatever with The American National Red Cross

The United States Shoe Corporation, Cincinnati 7, Ohio. These shoes are manufactured and distributed as Gold Cross Shoes in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes" (Aust.), Pty. Ltd., in South Africa by Eddels (S.A.), Ltd., in New Zealand by Duckworth, Turner and Co., Ltd. Gold Cross Shoes are featured in Canada by leading retailers.

"so wise about your size"

mynette



For store nearest you, write Dept. V-2. The Gottfried Co. 1778 East 30th St. Cleveland, Ohio

HATS: MR. JOHN

Jacket dresses break into print . . . in types for your half-size figure!

(left) Narco sheer in tiny, figure-slimming monotone print. Trim, tucked, detachable white vestee. Sizes 14½ to 24½. About $18

(right) Colorful hearts-'n-flowers print. Softest Narco sheer dress with matching jacket of better-bodied 100-denier crepe. Sizes 12½ to 22½. About $18

A LOVELY LADY pauses at a cosmetic counter. You can tell at a glance she takes pride in *herself* . . . her skin soft and radiant as her skin can be . . . her make-up so flattering, so *right* for her face and her costume . . . her perfume an echo of her very own charms. Quickly, she checks her beauty needs: "Creams . . . powder . . . perfume . . . " Not a moment's hesitation about what kind. Instead, she smiles. "I trust Dorothy Gray!" Because Dorothy Gray blends beauty-art and beauty-science to create cosmetics you can *trust*. Not the whim of any individual, not the say-so of one cosmetician alone, but the know-how of a great beauty house is helping you look your loveliest . . . when you

Trust Dorothy

For skin as lovely as yours can be,

follow this famous "Rule of Three"



1. Cleanse.



Dry skin? For you, wonderfully effective *Dry-Skin Cleanser*, $1 to $4. For normal skin there's luxurious *Salon Cold Cream*, $1 to $4. If your skin is oily, it needs the beauty-cleansing ritual of *Cleansing Cream* (Liquefying) $1 to $3.50.

2. Stimulate.



Both dry and normal skins take on a glowing, younger appearance from patting with *Orange Flower Skin Lotion*, $1 to $3.75. Oily skin gets the same stimulating "lift" from Dorothy Gray *Texture Lotion*, $1 to $3.75.

A Wonderful Way to Meet Dorothy Gray—

"Rule of Three" Box

Contains cleansing, stimulating and lubricating preparations.

$1.65 *plus tax*

Small wonder more women buy Dorothy Gray creams than any other salon creams in America!

Pray



Coiffure by Emile Park Avenue
at Dorothy Gray

3. Lubricate.



If your skin is either dry or normal, coax it to a more perfect softness and smoothness with *Special Dry-Skin Mixture*, $2.25 to $8. If oily—yes, oily skins do need lubrication—smooth in that *very* special *Suppling Cream*, $1 to $2.75.

All prices plus tax

BEAUTY BONUS: the air of distinction those smart bottles and jars of "Dorothy Gray blue" lend to your dressing table.

Our second glance suit...*

Good dimensions, well-defined lines, hand-tailoring that never veers from absolute correctness.

****you looked twice, didn't you?***





Naturally it's a ROTHMOOR

At one fine store in your city, or write:

ROTHMOOR CORPORATION
State-Madison Building
Chicago 2, Illinois

bobri

sheer, crystal-clear Lucida

miracle in seamless knitting...sheer, sheer

stocking fabric of your dreams...new m

exclusively Hanes

PHOTOGRAPH CERTIFIED BY U.S. TESTING COMPANY

they're ***new***



they're ***you***

Delmanettes

styled by DELMAN

shoe creator
for America's most fashionable women







Delman closes a vamp with handsome
detail. Then, in contradiction, encircles
your heel with but a dainty straplet...
or from a bared shell, entwines
sweeping asymmetrical straps. So
completely Delman, their delicacy...
so ***this season,*** their airy silhouettes.

About ***$13*** to ***$19***

For the name of your nearest store, write **Delmanette, Lucas at 21st St., Saint Louis**

CAROLYN*



Carolyn brings you the *ultra* in the sidewise drape. Clever scissors cut the marvelous buttoned-on taffeta-lined panel into a great, swirling belt-to-hem V. The crisp stand-up taffeta collar is the complementary touch. In sheer crepe. Sizes 12 to 18. $49.95.

Harvey Berin design

*Who is *Carolyn*? Carolyn is a famous fashion organization. Each month they survey all the important fashion creations. They select only the most outstanding in design and in value — to bear the famous Carolyn label of fashion approval. • Carolyn Modes are sold exclusively in one smart shop in each city. Write to Carolyn, 128 W. 31st St., New York 1, New York for the name of the shop nearest to you.

Youthful styling • Exquisite tailoring • by *Isman* • Perfectly suited

for the HALF SIZE Mademoiselle or Madame

hats by bernice charles



Left:
A youthful suit
in men's wear
worsted.
Gray or tan.

Right:
A youthful suit
in Forstmann's
Starleen or Milateen.
All shades.
Sizes: 12½ – 22½.

Tailored by Isman New York

morris ISMAN COMPANY
205 West 39th Street, New York 18, N. Y.

The label to look for in HALF SIZE Coats and Suits

Lady with a secret!



She learned the secret long ago. From a wise friend, perhaps. Or from her first embarrassing semester at school when mother's old trunk "had to do."

But now she knows. The impression she makes anywhere . . . everywhere . . . is infinitely enhanced by smart luggage. And, smartest of all . . . White Star Luggage.

White Star Luggage for men and women, in gabardine, canvas or genuine leather, sensibly priced, at fine stores everywhere. Look for the White Star emblem. *Write for name of store nearest you.*

PHILADELPHIA LEATHER GOODS CORP.
Makers of fine luggage since 1905
Philadelphia 32, Pa.

COSTUME BY CHRISTIAN DIOR — N.Y., INC.

WHITE STAR ENSEMBLE *In Pavilion Blue or Havana Brown*

Doubleweight waterproof canvas, with top-grain cowhide bindings, exclusive White Star handles, solid brass locks, exquisitely detailed interiors, linings of genuine Celanese®.

Shown: Overniter, 4-Hanger Wardrobe, Hat and Shoe Box, Pullman Case, Train Case. Also in six other sizes, including the Super-Size Case for overseas travel. Prices start at about $15.00* for the Overniter.

*PLUS FEDERAL TAX

White Star® Luggage



Sta-Up-Top Le Gant #933, as shown or in nylon, white, pink, black, $12.50 and up. Bra #2290, white, pink broadcloth, $1.50.

It doesn't hurt to be beautiful

Some girdles leave you beautiful but breathless. Warner's love to leave you breathtakingly beautiful, but wonderfully comfortable, too, in 3-Way-Sizes designed to fit you perfectly. Take Warner's exclusive 3-Way-Sized Sta-Up-Top girdles. They're wizards at smoothing your waistline and giving you that new, flat-hip look. From Warner's dazzling array of over 300 styles and sizes you can pick the Warner's that fits not only you but your pocketbook, too. Girdles begin at $3.50. Bras at $1.00.

WARNER'S®
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE GANT* • WARNERETTE* • STA-UP-TOP* • "FREE-LIFT" • A'LURE*
*Reg. U.S. Pat. Off., The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8

1 Choose your length .....

Your stockings will run a mile a minute in a *too-short* girdle. A *too-long* girdle keeps you yanking after every bend. Warner's go to any length to please you. You can pick your exact length in Warner's whether it's short, medium, long or extra long.



2 Choose your hip size .....

Take a tip wise on hip size. A girdle that's *too narrow* binds your thighs into unlovely bulges. One that's *too wide* gives you permanent tummy waves. Warner's always fit smoothly because they're perfectly hip-sized for straight, average and full hips.



3 Choose your control .....

Your Warner's will have everything under control—whether you kneel, bend, run, walk or just stand. They come in everything from light mesh elastics to strong woven elastics to give you just the control you need. At finer stores.



Nelly Don

She's the designer
who cuts the wonderful dress
at the wonderful price
at her big dressmaking plant
west of the Mississippi.
This cape-collar beauty
in her own cotton damask, under 13.00.
Polished chambray, under 15.00.
Rose petal rayon-and-nylon, under 18.00.
Sizes 10 to 18. For nearest store write
Nelly Don, Kansas City, Mo.


You'll look as pretty as a valentine...
in your
Beau-Knot....
a brand new
Juliana
HOUSECOAT!
This delightful Juliana creation leads a double life — keeps you chic and comfortable during leisure hours — plays a hostess role with perfect ease — wonderful for television evenings! Yards and yards of ruffle on sweep and apron effect. Novelty trim on collar and cuffs — long back zipper —self sash. In a pigment-printed, high-count fabric exclusive with JULIANA. Washable, of course. Sunset Rose, Heavenly Blue, Glade Green. Sizes 10 to 18. Under $9.00.
Style #6903
Juliana HOUSECOATS
At better stores everywhere, or write JULIUS DRITTEL CO., INC., 1350 Broadway, New York 18, N. Y. — 818 South Broadway, Los Angeles, Cal.



Akron, Ohio	M O Neil Co.
Albany, N. Y	Honigsbaum's, Inc
Albuquerque, N. Mex	Hinkel's, Inc.
Altoona, Pa.	Brett's, Inc.
Atlanta, Ga	Franklin Simon & Co
Atlantic City, N. J	Famous Shop
Baltimore, Md	Hutzler Bros
Bay City, Mich	Sams Bros. & Co
Birmingham, Ala	Kessler's Apparel
Boston, Mass	Coleman's Fashion Shop
Brooklyn, N. Y	Martin's
Buffalo, N. Y.	L. L. Berger, Inc.
Cambridge, Md.	Richardson's Style Shop
Canton, Ohio.	Stern & Mann Co.
Charleroi, Pa	Miller's Fashion Shop
Charleston, S. C	H Miller Fashions
Charleston, W. Va	M Hossler
Charlotte, N. C	Belk Bros Co., Inc
Chattanooga, Tenn.	Pickett's, Inc.
Cheyenne, Wyo.	National Fur Co.
Chicago, Ill.	Mandel Bros., Inc
Cincinnati, Ohio	Mabley & Carew Co
Clayton Mo.	Famous Barr Co
Cleveland, Ohio	Engel & Fetzer Co.
Columbia, S. C.	Belk Bros. Co.
Columbus, Ohio	F. & R. Lazarus & Co.
Corpus Christi, Tex.	Smart Shoppe
Dallas, Tex.	A. Harris & Co.
Davenport Iowa	Abrahams Bros.
Dayton, Ohio	Rike Kumler Co.
Decatur, Ala	Dariean Shop
Denver, Colo	Hopper Furs, Inc.
Des Moines, Iowa	Younker Bros.
Detroit, Mich	J L Hudson Co
Detroit, Mich	Himelhoch Bros & Co.
Duluth, Minn.	Oreck's Inc.
Easton, Pa.	Grollman Bros.
Eugene, Ore.	Kaufman Bros.
Evanston, Ill.	Edgar A. Stevens, Inc
Evansville, Ind.	Schultz s
Fairmont, W. Va.	Jones Inc
Fayetteville, Ark.	Silverman's
Flint, Mich.	Ferris Bros.
Fort Wayne, Ind.	Wolf & Dessauer
Fort Worth, Tex.	Meacham's
Greensboro, N C	The Meyers Co.
Greenville, Miss	Tannenbaum s
Greenwood, Miss	Leon Davis
Harrisburg Pa	Feller & Co
Houston, Tex	Foley Bros. Dry Goods Co
Houston Tex	Ralph Rudley
Huntington, W. Va.	Princess Shoppe, Inc.
Indianapolis, Ind.	H. P. Wasson & Co.
Jackson, Mich.	Elaine Shop, Inc.
Jacksonville, Fla.	Purcell's Inc.
Johnson City, Tenn.	Carl H. King Co.
Johnstown, Pa.	Brett's Inc
Kalamazoo, Mich.	Style Shop, Inc.
Kansas City, Mo.	Mindlin's, Inc.
Klameth Falls, Ore.	La Pointes
Knoxville, Tenn.	S. H. George & Sons
Lafayette Ind	Loeb's
Lansing, Mich	Style Shop
Lewiston Me	Ward Bros.
Lima, Ohio	R. T. Gregg & Co
Little Rock, Ark	Pfeifer Bros., Inc.
Long Beach Cal.	Schick's
Longview, Tex.	Palais Royal
Los Angeles, Cal.	Bullock's Inc.
Louisville, Ky.	Stewart Dry Goods Co.
Lubock, Tex.	Margaret's
McAllen, Tex	Advance Shop
McKeesport Pa	Cox's Inc
Madison, Wis	Woldenberg's Inc.
Mason City Iowa	Damon's, Inc
Memphis, Tenn.	J. Goldsmith & Sons Co.
Milwaukee, Wis.	Smartwear—Emmo Lange, Inc
Minneapolis, Minn.	The Dayton Co.
Mobile, Ala.	Reiss Brothers
Muskegon, Mich.	Grossman's
Nashville, Tenn.	Tinsley's
Newark, N. J.	Kresge Dept. Store
New Brunswick, N. J.	Brook's
New Kensington, Pa.	Silverman's
New Orleans, La.	D. H. Holmes Co., Ltd.
New York City	Franklin Simon
New York City	Tailored Woman
Niagara Falls, N. Y.	Wellesley Shoppe
Oklahoma City, Okla.	John A. Brown Co.
Omaha, Neb.	J. L. Brandeis
Pasadena, Cal.	T W Mather Co Inc.
Paterson, N. J	Anne Shop
Pawtucket, R I	Peerless Co
Peoria, Ill	P A Bergner & Co.
Philadelphia, Pa.	B. F. Dewees, Inc
Pittsburgh, Pa.	Joseph Horne Co.
Portland, Ore.	Chas. F. Berg, Inc.
Pottsville, Pa.	Coster's Apparel Shop
Providence, R. I.	Gladding's, Inc
Raleigh, N. C.	Jean's, Inc.
Reading, Pa.	Jeannette Shop
Richmond, Va.	Thalhimer's Bros., Inc.
Roanoke, Va	Samuel Spigel Inc
Rochester, N Y	McCurdy & Co., Inc
Salem, Mass	M H Baker & Co
Salt Lake City, Utah	Z C M I
San Angelo, Tex	Maurice Shop
San Antonio Tex	The Vogue, Inc.
San Francisco, Cal	Livingston Bros., Inc
Schenectady, N. Y.	Imperial Cloak Co.
Seattle, Wash.	Best's Apparel, Inc.
Sioux City, Iowa	T. S. Martin Co.
South Bend, Ind.	Robertson Bros. Dept. Store
Spokane, Wash.	Bon Marche
Springfield, Ill.	S. A. Barker Co.
Steubenville, Ohio	Hal Lewis
St. Louis, Mo.	Famous Barr Co
St. Paul, Minn.	Schuneman's, Inc
Syracuse, N. Y.	Addis Co.
Toledo, Ohio	LaSalle & Koch
Trenton, N. J.	Honigsbaum's, Inc
Tulsa, Okla	Street's
Uniontown, Pa.	N. Kaufman, Inc.
Waco, Tex.	Bauer McCann, Inc
Washington, D. C.	Erlebacher's, Inc.
Washington, Pa.	Hal Lewis, Inc.
Wheeling, W. Va.	Hal Lewis, Inc.
Witch ta Kansas	Lewins
Wilkes-Barre, Pa.	Hollwood Shop, Inc
Wilmington, Del.	Arthurs Apparel Shop, Inc.
Worcester, Mass.	Richard Healy Co.
York, Pa.	Bell's
Youngstown, Ohio	Chas. Livingston & Sons, Inc

by Bellciano

fabric by Forstmann

At the stores listed, your favorite shop, or write to —
DAVE BELLSEY COMPANY, INC., 512 Seventh Avenue, New York 18, New York

dawnelle

TRADE MARK

America's finest double-woven glove

WINNER OF FASHION ACADEMY AWARD FOR STYLING ACHIEVEMENT



Fashionably flared and featherstitched...our newest finger-flatterer...all hand-sewn!

CAROL $4.



WASHABLE Elvette REG U.S PAT OFF MADE IN U.S.A.

dawnelle, Inc., New York · Chicago · Kansas City · San Francisco

A CARMEL ORIGINAL

Tall or short—or in between—

Lencraft *suits you perfectly*



Levenson, master tailor, sizes you up—and down . . . because you need accurate sizing to look your best. To expert tailoring, add the world's best fabrics, all 100% virgin wool, famous Skinner linings, and you are perfectly suited for every occasion.

Look to ***Lencraft*** *for*
your correct size
your perfect fit

Short—correct sizes for you who are 5 feet or under

Petite—correct sizes for you who measure between 5′2″ and 5′5″.

Regular—for you who wear regular Misses' sizes 10 to 20.

All of the above of Forstmann's Milateen . . . navy, taffy, grey, medium powder blue, poster red, black, beige, cocoa. Each, about $90.00.

Tall—correct sizes for you who are 5′8″ or over. Handsome sheen gabardine, in navy, royal, black, cocoa, grey, dark brown. About $70.00.

It is the Levenson Company policy to sell only the finest stores—thus assuring customers of fine service, store integrity, complete satisfaction

Available at better stores in your city, or write THE LEVENSON COMPANY, 35 Kneeland Street, Boston, Mass.



A DuBarry REG. TRADE MARK FASHION NEW YORK

Slim and lovely, this sheath of a dinner gown is beauty expressed in purity of line. Tissue crepe highlighted with exquisite silk corde. Rose, aqua, buttercup, coral, powder blue. Sizes 12 to 20. • $29.95

Available at these leading stores:

Albany, N. Y. — John G. Myers Co., Inc.	Grand Rapids, Mich. — Paul Steketee & Sons	Providence, R. I. — Gladding's, Inc.
Baltimore, Md. — Hochschild, Kohn & Co.	Hartford, Conn. — G. Fox & Co., Inc.	Rochester, N. Y. — Sibley, Lindsay & Curr Co.
Boston, Mass. — R. H. Stearns Company	Hempstead, N. Y. — Franklin Shops, Inc.	St. Joseph, Mo. — Townsend & Wall
Cedar Rapids, Iowa — The Killian Company	Indianapolis, Ind. — H. P. Wasson & Co.	St. Paul, Minn. — Field-Schlick, Inc.
Chicago, Ill. — Chas. A. Stevens & Co.	Los Angeles, Calif. — J. W. Robinson Co.	San Diego, Calif. — The Marston Co.
Cincinnati, Ohio — The H. & S. Pogue Co.	Madison, Wisc. — Harry S. Manchester Inc.	San Francisco, Calif. — City of Paris
Cleveland, Ohio — The Halle Bros. Co.	Milwaukee, Wisc. — T. A. Chapman Co.	South Bend, Ind. — George Wyman & Co.
Dallas, Texas — A. Harris & Co.	Phoenix, Ariz. — Goldwaters	Spokane, Wash. — The Crescent
Erie, Pa. — The Halle Bros. Co.	Poughkeepsie, N. Y. — Luckey Platt & Co.	Washington, D. C. — Julius Garfinckel & Co.
		Wichita, Kan. — Geo. Innes Co.

For the name of the store nearest you write: ***DU BARRY FROCKS, 1385 Broadway, New York 18***

PARADISE BLUE...

MAGNETIC NEW NAVY

Coat by Monte-Sano and Pruzan. Hat by John Frederics



Paradise Shoes

BRAUER BROS. SHOE CO., ST. LOUIS, MO.



D'YOL

Paradise Blue, outstanding color, Spring '50 . . . endorsed for its extreme versatility. Goes inseparably with the new aquarelle pastels and head-to-toe navy. One of a collection at 10.95 to 14.95.



GOWN OF THE MONTH

Designed to help Cupid cast his spell . . . a bewitching nightie of fine quality Bur-Mil crepe enhanced with sheer embroidery and Val type lace. Venus White, Romeo Blue, Juliet Pink. Sizes 32 to 40. And look . . . it's only about $6.

Exclusive with one fine store in your city, or write
LEONORA silk underwear co., inc.
112 Madison Avenue, New York 16

ADVENTURES WITH A DICTIONARY

BY AGNES WHITNEY CROMWELL

I HAVE two approaches to a dictionary. The first is prompted by a desire for knowledge, the hope of improving my mind and correcting the too personal interpretation that I place on words. Knowing neither Latin nor Greek nor roots nor derivations, my attitude is that of the parvenu, timid, flustered, and self-conscious. But, unlike the social parvenu, I can not call on the resources which ease his first plunge into superior society. No spruceness of dress, no acquired amenity, no devil-may-care heartiness or modest advances create a cordial relation between me and a dictionary, standing on its dignity.

My second and more usual approach is friendly and personal. The dictionary and I collaborate, for between its covers lies the story of my life; not a word is missing. A dictionary reminds, suggests, inspires; it enters into the spirit of the game—is grave or gay, according to my mood.

I open casually at **D** and see the homely word, "**Dog:** A quadruped of many breeds." A perfect description of Marceline, the only dog I ever loved. A militant feminist, she delighted to bite any male stranger who attempted to presume or cajole. During the long and bitter fight for Woman Suffrage, how often was my tendency to compromise shamed by her incorruptibility.

G gives me "**Guest:** A person entertained at another's house." Entertained? A too glowing description.

"**Gunpowder:** Explosive of saltpetre." I had a fire-eating swain. I paraphrased Carlyle for his benefit: "This I hold to be the legitimate use of gunpowder—that it makes all men alike—tall." I lost the swain.

H. "**Happy:** Lucky, fortunate, contented with one's lot." Am I happy or unhappy? Why? A good deal of time is spent on this problem.

J. "**Jupiter:** King of gods. Largest planet of the solar system." All my children adored their father. To them he was all powerful, all wise, all forgiving, but it was my youngest son who placed him definitely in the hierarchy of the gods. One afternoon I was sitting with my little boy on a peaceful grass terrace watching a thunderstorm approach from the opposite hills. It crossed the valley slowly but was suddenly upon us with a blinding flash of lightning striking a tree not forty feet away, accompanied by deafening thunder. I grabbed my little boy's hand to reassure him, but it was unnecessary—he looked at me with a smile.

"Did my father make that noise?" he said.

L. "**Lepidoptera.**" Perhaps it was a lepidoptera that stung me so painfully yesterday. But no, I read further, "the membranous wings include the butterfly and the moth." Moth! It is July. Did I remember to store my furs?

"**Levitate:** Rise and float in air." I have always felt that, with a little more determination I could levitate, perhaps rise and find myself in the Fourth Dimension. I should be content, I reflect, in the Fourth Dimension. I am irked by the other three. I have, however, established a link with the Fourth Dimension. Several years ago, I attended a luncheon to celebrate the Centennial of the founding of the Bloomingdale Hospital for Mental Cases. Dr. Janet had come to the meeting as the representative of French psychology. I found him extremely congenial and when he said at the conclusion of the festivities: "I would like to make a date with you," I was gratified. I knew he was sailing that night for Cherbourg and I began to revamp my evening plans to include a pre-embarkation dinner. But Dr. Janet had not finished. "You are the only person I have ever met with whom I would like to walk through the Fourth Dimension." The postponement dampened my spirits. It was a distinguished rendezvous but depressingly remote.

M. "**Magnanimous:** above petty feelings." I see why I am unhappy. Note: be magnanimous.

"**Mordant:** Caustic, biting." At times, being mordant is a great release, a form of catharsis. Must I choose between magnanimous and mordant? Note: think seriously before making this decision; a possible compromise may be reached.

P. "**Parricide:** one who murders his father or near relation." A natural and understandable crime.

R. "**Revel:** make merry, be riotously festive." Though not a merry type, I once went to a "revel," determined to outshine the other roisterers, but I was disheartened by the challenge of a fellow zany. "What are *you* doing here?" he asked. "This is a *jolly* party."

S. "**Solitude:** Living alone, being solitary." Much has been said in praise of solitude, but of a solitude temporary and ending at will—an interlude snatched from a too-crowded stage, the Flight to the Wilderness, which calls forth this approbation. Complete and enduring solitude is a sterner thing; it requires ceaseless vigilance to preserve its self-possession and serenity. For human beings are gregarious; their minds desire the challenge of other minds; their behaviour is conditioned by the society in which they live. Such group living, at its best, is an art whose success is measured by its amenity. But a more difficult art must be mastered by the man who lives without companionship—the art of living on terms with himself. Solitude, unlike grief, whose bitterness carries within itself dignity and drama, which raises its victims to the privileged class of the initiated, solitude, bleak, undisciplined, becomes fruitless loneliness and self pity—"An enormous room without a soul."

"**Sake:** Japanese fermented liquid." The word brought back a picture—the Maple Club in Tokyo in 1920—myself and a few fellow guests kneeling on cushions, sitting on our heels, a position of anguish only equalled by the historic accounts of

(Continued on page 88)

Ogilvie Sisters

Treatments and Hair Preparations Available at:

Akron, Ohio.....A. Polsky Co.
Albany, N. Y.....W. M. Whitney & Co.
Asheville, N. C.....Ivey's Inc.
Ashland, Ky.....The C. H. Parsons Co.
Atlanta, Ga.....J. P. Allen & Co.
Atlanta, Ga.....Rich's, Inc.
Baltimore, Maryland.....Hutzler Bros.
Baltimore, Md.....O'Neill & Company
Beverly Hills, Cal.....Saks Fifth Avenue
Binghamton, N. Y.....Fowler, Dick & Walker
Binghamton, N. Y...Hills, McLean & Haskins
Birmingham, Ala. .....Pizitz
Boise, Idaho.....Falk Mercantile Co.
Boston, Mass.....Gilchrist Company
Boston, Mass.....R. H. Stearns Co.
Bridgeport, Conn.....D. M. Read Co.
Brooklyn, N. Y.....Loeser's
Buffalo, N. Y...Oppenheim Collins & Co., Inc.
Buffalo, New York....Wm. Hengerer Company
Canton, Ohio.....Halle Bros. Company
Charleston, W. Va.....The Diamond
Charlotte, N. C.....Ivey's Inc.
Chattanooga, Tenn.....Miller Bros.
Chicago, Ill.....Chas. A. Stevens & Co.
Chicago, Ill.....Mandel Bros.
Chicago, Ill.....Saks Fifth Avenue
Cincinnati, Ohio.....Mabley and Carew
Cincinnati, Ohio.....The Alms & Doepke Co.
Cleveland, Ohio.....Halle Bros. Company
Columbus, Georgia.....J. A. Kirven Co.
Columbus, Ohio .....Madison's
Corpus Christi, Texas.....Lichtenstein's, Inc.
Dallas, Texas .....Neiman-Marcus
Davenport, Iowa.....M. L. Parker Co.
Denver, Colorado.....Daniels & Fisher Store
Des Moines, Iowa.....The New Utica
Detroit, Mich.....Crowley Milner & Co.
Detroit, Mich.....Saks Fifth Avenue
Easton, Pa.....Wm. Laubach & Sons
East Orange, N. J.....Best and Company
El Paso, Texas.....The White House
Fort Wayne, Ind.....Wolf & Dessauer
Fort Worth, Texas.....The Fair
Galveston, Texas .....Nathan's
Garden City, L. I.....Loeser's
Grand Rapids, Mich.....Herpolsheimer's
Grand Rapids, Mich.....Wurzburg's
Hartford, Conn.....G. Fox & Company
Hartford, Conn.....Sage Allen & Company
Indianapolis, Ind.....H. P. Wasson & Co.
Ithaca, N. Y. .....Rothschild Bros.
Jackson, Miss.....R. E. Kennington
Jacksonville, Fla.....Cohen Bros.
Jamaica, New York.....B. Gertz Inc.
Jenkintown, Pa.....Strawbridge & Clothier
Kansas City, Mo.....Harzfeld's, Inc.
Kansas City, Mo.....John Taylor D. G. Co.
Lancaster, Pa.....Watt & Shand, Inc.
Lexington, Ky.....Wolf Wile Co. Inc.
Lima, Ohio.....The Leader
Los Angeles, Calif.....Broadway Dept. Store
Los Angeles, Cal.....May Company
Los Angeles, Cal.....J. W. Robinson Co.
Louisville, Ky.....Stewart D. G. Co.
Lowell, Mass.....A. G. Pollard Co.
Memphis, Tenn. .....Goldsmith's
Mexico City.....Salinas Y Rocha
Miami, Fla.....Richard's Dept. Store
Milwaukee, Wisc.....Gimbel Bros.
Montreal, Canada.....Henry Morgan Co. Ltd.
Nashville, Tenn.....The Harvey Company
Newark, N. J.....L. Bamberger & Co.
Newark, N. J.....Kresge Dept. Store
New Haven, Conn.....Gambel Desmond
New Orleans, La.....Godchauxs
Newport News, Va.....Nachman's, Inc.
New York City.....Best and Company
New York City.....Bloomingdale's
New York City.....McCreery's
New York City.....Saks Fifth Avenue
New York City.....Saks 34th Street
Norfolk, Va.....Ames & Brownley Inc.
Norfolk, Va.....Smith & Welton, Inc.
Oakland, Calif.....H. C. Capwell Company
Oakland, Cal.....Kahn's
Oklahoma City, Okla.....John A. Brown Co.
Omaha, Nebraska.....Thos. Kilpatrick & Co.
Orlando, Fla.....Yowell Drew Ivey
Ottawa, Ontario.....A. J. Freiman, Ltd.
Pasadena, Cal.....F. C. Nash, Inc.
Philadelphia, Pa.....Gimbel Bros.
Philadelphia, Pa.....Lit Brothers
Philadelphia, Pa.....Strawbridge & Clothier
Phoenix, Arizona .....Goldwater's
Pittsburgh, Pa.....Gimbel Bros.
Pittsburgh, Pa.....Joseph Horne Company
Plainfield, N. J.....Rosenbaum Brothers
Plainfield, N. J.....Tepper Bros.
Portland, Oregon.....Meier & Frank Co.
Providence, R. I.....Outlet Co.
Pueblo, Colorado...The Crews Beggs D. G. Co.
Reading, Pa.....Pomeroy's, Inc.
Rochester, New York...B. Forman & Company
Rockford, Ill.....Owens, Incorporated
Sacramento, Cal.....Weinstock Lubin Co.
Salt Lake City, Utah.....Paris Co.
San Antonio, Texas.....Frost Bros.
Sandusky, Ohio.....La Salle & Koch Co.
San Francisco, Cal.....Macy's
San Francisco, Cal.....The Emporium
San Francisco, Cal.....The White House
Scranton, Pa.....Cleland Simpson Co.
Sioux City, Iowa.....Younker Davidson's
Steubenville, Ohio.....The Hub
St. Louis, Mo.....Stix, Baer & Fuller
St. Paul, Minn.....Golden Rule
St. Paul, Minn.....Schunemann's
Syracuse, N. Y.....Dey Bros. & Co.
Toledo, Ohio.....La Salle & Koch Co.
Toronto, Canada....Holt, Renfrew & Company
Trenton, N. J.....S. P. Dunham & Co.
Trenton, N. J.....Swern's
Tulsa, Okla.....Brown Dunkin Dry Goods Co.
Tucson, Arizona.....Levy Bros.
Utica, N. Y.....The Boston Store
Vancouver, B. C.....T. Eaton Company, Ltd.
Waco, Texas.....Goldstein-Migel Co.
Washington, D. C.....Frank R. Jelleff, Inc.
Washington, D. C.....Julius Garfinckel & Co.
Wichita, Kansas.....Buck's, Inc.
Winston Salem, N. C.....The Anchor Company
York, Pa.....Chas. H. Bear & Co.
Youngstown, Ohio.....G. M. McKelvey Co.

Also at other
salons, cosmetic counters nationally.
Store names in your city: write

OGILVIE SISTERS, Dept. V,
604 5th Ave., New York City

hair as different as handwriting! yet

Ogilvie Sisters

specializes in hair beauty aids for both!



*Whatever your hair problem, there's an Ogilvie Sisters *specialized* hair beauty aid that will help . . . just as Ogilvie Sisters treatments, given in smart salons everywhere, help thousands to learn a new and exciting *secret of lovely hair!*
Available: drug and department stores, better beauty salons.

**try Ogilvie Sisters the popular-priced way, if you wish: ask for the FIFTH AVENUE HAIR KIT ($2, plus tax) for five of these famous preparations.*

New York • San Francisco • Toronto

jewelry: anita eshay



the American golfer*

. . . truly a part of the American scene

Our front-buttoned casual, for spectator or active sports, trim and comfortable and unconditionally washable in famous crease-resistant *Soap'n'Water* rayon gabardine.
Blue, aqua, yellow, pink or beige.
Sizes 10 to 20, **12.95**

Mail orders filled — Address Section 6
Please order by style number V5
Postage prepaid everywhere in the U.S.

BEST & CO.
Fifth Ave., New York 22, N. Y.

AND BRANCH STORES . . . AND GOOD STORES EVERYWHERE
MADE BY STRAUS, ROYER & STRASS, INC., BALTIMORE 11, MD.

*COPYRIGHT



New 33"
topper #448
about ***$40***



Spring
traveler #444
about ***$50***

Going away? above all... take a

En route to everywhere . . . you're the smartest traveler in the calm, casual good looks of a Shagmoor. Utterly new in all lengths, in apt Spring colors, with freshly flattering ways of making you seem slim.

And it's a lighter, lovelier exclusive new *Shagmoor wool: exquisitely soft and permanently off-bounds for moths of all countries. Sizes for misses and women.*

Shagmoor

Moth Warranty

now permanently moth-proof!

Write for fashion booklet V-2 and name of nearest dealer. LINDER BROS., INC., The House of Shagmoor, 512 Seventh Avenue, New York 18



A DICTIONARY

(Continued from page 84)

the rack. Eight lacquer trays were set before us in succession bearing small china bowls with covers which when removed revealed raw fish and other native dainties. Chopsticks were conveniently placed, but best of all, two saucers of sake, one hot, one cold.

In my naïve, trans-Pacific imagination, sake and vodka presented the same picture—equally strong and intoxicating. I had meant to taste my sake cautiously but after one mouthful of the raw fish I finished both saucers as antidotes. The elation I had expected was disappointingly missing; the consciousness of the raw fish was not dispelled. From the following trays I ate nothing, but 16 saucers of sake were consumed. I did not want the Japanese gentlemen perched on cushions beside me to form the opinion that American ladies were winebibbers and I rose on my aching legs fearing that an upright position might betray me, but not at all. Later I learned that sake was made from rice and is as stimulating as a nursery pudding.

"Stylograph: A pen holding a reservoir of ink." A misleading over-statement.

T. "Tomorrow: The day after today." Tomorrow! The symbol of my quotidian defeat. Tomorrow I shall write to Aunt Kate; I shall balance my checkbook; I shall give up smoking; I shall become a model of energy and efficiency. And suddenly, tomorrow becomes today.

Z. "Zaptieh (Turkish): A policeman." Last week I advised a New York traffic Zaptieh to stop being silly, and got a ticket, because, as he gracefully put it, "the lady can't talk fresh to a cop."

There is no limit to the entertainment offered me by a dictionary, a mine of erudition, an egocentric game. Greatest of books, informative, stimulating, romantic, nostalgic, inexhaustible, to you, I offer the first place on my shelves.

NATCHEZ CALLING

THE "Natchez Pilgrimage," sponsored by the two Garden Clubs of Natchez, will take place from March 4 through April 2. This colourful tour takes you through thirty ante-bellum houses, where the hostesses are dressed in costumes of the 1860's. With good weather conditions, camellias, azaleas, and other brilliant flowers will add to the beauty of the tour.

A complete tour to all the houses requires three days. There are two tours each day—six tours in all. The fee for each tour is $3.90. Tickets for four or more tours, bought at one time, sell for a special rate of $3.25 per tour. They start from Pilgrimage Headquarters (The Elks Club) and tickets will be sold there each day.

Transportation will be provided at a reasonable cost. Those who drive their own cars will find the routes from house to house clearly marked with numbered signs.

It is wise to make room reservations in advance. For hotel reservations, write directly to the Eola Hotel or the Natchez Hotel. Or if you would like a room in a private house, write the Natchez Pilgrimage, Natchez, Mississippi.

These fine stores feature the Morlove blouses pictured here

Aberdeen, Wash. ....George J. Wolff Co.
Alexandria, La. .....Weiss & Goldring
Allentown, Pa. .....H. Leh & Co.
Asbury Park, N. J. ..Steinbach Company
Asheville, N. C. .....Bon Marché, Inc.
Atlantic City, N. J. .....M. E. Blatt Co.
Austin, Texas .....Snyder's
Baltimore, Md. .....Bonwit Lennon
Baltimore, Md. .....Hutzler Brothers Co.
Bellingham, Wash. .....Victor's
Birmingham, Ala.
Loveman Joseph & Loeb
Birmingham, Ala. .....New Williams
Boise, Idaho .....Carroll's Inc.
Boston, Mass. .....Tuttle's
Boston, Mass. .....Worth of Boston
Bronx, N. Y. The Little Shop (E. 167 St.)
Brooklyn, N. Y. .....Martin's
Casper, Wyo. .....Kassis Dept. Store
Charlotte, N. C. .....Belk Bros., Co.
Chattanooga, Tenn. ....Miller Bros. Co.
Cheyenne, Wyo. .....Kassis Dept. Store
Chicago, Ill. .....Mandel Brothers, Inc.
Clayton, Mo. .....Famous-Barr Co.
Cleveland, Ohio .....The May Co.
Colorado Springs, Colo. ....John A. Ferris
Corpus Christi, Texas .....La Mode
Dallas, Texas .....Sanger Bros.
Dallas, Texas .....Neusteters
Denver, Colo. .....B. Siegel Co.
Detroit, Mich. .....Ellis Stone & Co.
Durham, N. C. .....El Dorado House
El Dorado, Ark. .....The Gorton Coy
Elmira, N. Y. .....A. Poole Dry Goods
Emporia, Kan. Jas. A. Hermanek's
Eugene, Oregon .....Schear's Dept. Store
Evansville, Ind. .....The Corner Shop
Fall River, Mass. .....Lona Fox Duckwitz
Flint, Mich. .....Abramson's
Flushing, N. Y. .....R. E. Cox & Co.
Ft. Worth, Texas .....The Fair
Ft. Worth, Texas .....Carol Green
Freeport, L. I. .....Cooper's Dept. Store
Fresno, Calif. .....Ellis Stone & Co.
Greensboro, N. C. .....The Hub-Thisteds
Great Falls, Montana .The Hub-Thisteds
Harrisburg, Pa. ..Bowman's Dept. Store
Hartford, Conn. .....Albert Stelger, Inc.
Hempstead, L. I. .....Carol Green
Houston, Texas .....Battelstein's
Hutchinson, Kan. .Wiley Dry Goods Co.
Idaho Falls, Idaho .....Carroll's Inc.
Inglewood, Calif. .....Boston Stores
Jackson Heights, L. I. ..Marie Sheridan
Jacksonville, Fla. .....Purcell's
Laramie, Wyo. ..Kassis Dry Goods Co.
Long Beach, Calif. .....Buffums'
Los Angeles, Calif..Broadway Dept. Store
Los Angeles, Calif. .....Switzer's Inc.
Lynchburg, Va. .....Millner's
Memphis, Tenn. ..Levy's Ladies Toggery
Middletown, N. Y. .....L. Stern Co.
Milwaukee, Wisc. ....T. A. Chapman Co.
Mobile, Ala. .....C. J. Gayfer & Co., Inc.
Monroe, La. .....The Palace-Masur Bros.
Mt. Vernon, N. Y. .....Bromly Shop
Nashville, Tenn.
Loveman, Berger & Teltelbaum, Inc.
Newburgh, N. Y. .....Johnson & Hare
New Orleans, La. .....Gus Mayer Ltd.
New Rochelle, N. Y. .....Messinger's
New York, N. Y. .....Emily 5th Avenue
New York, N. Y. Saks-34th
Northampton, Mass. .....Alberts, Inc.
Oakland, Calif. ..The H. C. Capwell Co.
Omaha, Nebr. .....McGuire's Inc.
Palo Alto, Calif. .....Walster's
Paterson, N. J. .....Jane Brick
Perth Amboy, N. J. .Martin Shapiro, Inc.
Phoenix, Ariz. .....Switzer's, Inc.
Pittsburgh, Pa. ....Gimbel Brothers, Inc.
Plainfield, N. J. .....The Paterson
Portland, Oreg. .....The Blouse Bar
Providence, R. I. ..The Outlet Company
Reading, Pa. ....C. K. Whitner Co., Inc.
Richmond, Va. .....Miller & Rhoads
Roanoke, Va. Smart Wear—Irving Saks
Rochester, N. Y. .....Mally's
Sacramento, Cal. .Weinstock, Lubin & Co.
St. Joseph, Mo. ...Townsend & Wall Co.
St. Louis, Mo. .....Sonnenfeld's
Salem, Oreg. .....Schlesinger & Co.
Salt Lake City, Utah .....Makoff
San Antonio, Texas .....Vogue, Inc.
San Bernardino, Calif. ...The Harris Co.
San Diego, Calif. .....Martin Verb
San Francisco, Calif. ....H. Liebes & Co.
San Pedro, Calif. .....Dean's
Santa Monica, Calif. .H. C. Henshey Co.
Scranton, Pa. .....Cleland Simpson Co.
Seattle, Wash. .....Jean Hall
Sioux City, Iowa .....T. S. Martin Co.
Springfield, Mass. ....Forbes & Wallace
Stockton, Calif. .....The Brown House
Tacoma, Wash. .....Fisher's
Toledo, Ohio .....Stein's
Vallejo, Calif. .....Rosee Shop
Waco, Texas ..R. E. Cox Dry Goods Co.
Washington, D. C. .....Jelleff's
Washington, D. C. ..M. Philipsborn & Co.
Wilmington, Del. .....Braunstein's
Worcester, Mass. ....Richard Healy Co.
Youngstown, Ohio ..Strouss-Hirshberg's



First in fashion, first in grace, first in the hearts of discriminating women! Faithful to Morlove's pledge of allegiance to exquisite couturier styling and exclusive hand details. Finest rayon tissue faille in lovely new colors, and democratically priced around $11. Blouse on left, sizes 30-44; others, 30-38.

MORLOVE
American Couturier Blouses

B. Altman & Co., New York
Bullock's, Los Angeles
Famous-Barr Co., St. Louis
May Co., Los Angeles
Younker Bros., Des Moines
Rich's, Inc., Atlanta
L. Bamberger & Co., Newark
R. H. White Co., Boston
Woodward & Lothrop, Washington
Addis Co., Syracuse
Cain-Sloan Co., Nashville
Jonasson of Pittsburgh, Inc.
Thalheimer's, Richmond • Loveman's, Chattanooga
Miller Bros., Knoxville

MORLOVE, Inc. • Showrooms, 525 Seventh Ave., New York 18, N. Y.



HAT BY MR. JOHN

PRINTZESS SUITS

Printzess FASHIONED BY Printz REG.

present perfect....future perfect....

So smart...so sophisticated, your new Printzess suit is designed to give you one important go-everywhere fashion, to wear today and through seasons to come. Exquisitely tailored, this and all Printzess fashions, LABELED FOR TOMORROW ... TAGGED FOR TODAY. Printzess fashions priced from $39.75.

THE PRINTZ-BIEDERMAN CO., CLEVELAND, OHIO • In Canada Printzess Fashions are manufactured by Lazare & Novek, Ltd., Montreal


Wherever Glamour Promenades
twisted Nylon
by
Townwear
Stockings of Matchless Beauty
PROPORTIONED FOR FIT IN SMART SPRING SHADES


Mabs
Magical Rounded Silhouette
in her "Double Take" — 100% NYLON LATON SWIM SUIT
STRAPLESS
BONELESS
WIRELESS
FALSELESS
BACKLESS
SKIRTLESS
TIMELESS
PRICELESS
MADE FOR YOU!
On sale at fine stores throughout the world.
Write Mabs for your nearest dealer.
MABS OF HOLLYWOOD
MABS BUILDING, LOS ANGELES 15, CALIF.
Copyright 1950 Mabs Inc.

Henry Rosenfeld



PRELUDE TO SUMMER . . .

A. Crisp, smart linen-like rayon, navy, copper, green, or turquoise.

B. All-imported Egyptian Pima cotton, copper, gold, turquoise, or navy.

Both . . . sizes 10 to 20, $15.00.

BEST & CO.
Fifth Ave. New York 22, N.Y.

Mail orders filled—Address Section 6
Postage prepaid everywhere in U. S.


Linada
SILHOUETTE PROPHECY FOR SPRING
Suit of Forstmann's Starleen and Milateen
Coat of Forstmann's Starleen and Milateen
In the new County Fair Colors
Linada Originals
At fine stores everywhere or write
LINADA COAT CO., INC. 252 West 38th Street, New York 18, N. Y.
hats and bags by Mr. John



McGRATH

You choose the dress with a jacket...the cap sleeved blouse and jacket detail of the new pure silk check, so important this season... smart accent to the sheer rayon crepe. Sizes 10 to 20. About $35.00. For the name of the exclusive Paul Sachs store in your city, write Paul Sachs Originals • St. Louis

paul sachs
Originals

Gene Shelly



SUIT EXCITEMENT

EXCITING TO SEE...TO WEAR

JULIUS GARFINCKEL • WASHINGTON, D.C.

SMART SHOP • HOUSTON

JENNY'S • CINCINNATI



Paula Brooks

Huge standing collar plunges deep . . . calf leather belt and gold or silver medallion help make high fashion news. Pastels and dark colors in Salyna.

Sizes 10 to 20.

Under $30

Write for name of store nearest you
PAULA BROOKS ORIGINALS, St. Louis 3

Grand Illusion



There's an air about you... Fashion doubts take flight when P.A.T. designs winged sleeves for the Perfect American Type. Scaled to the five-five-and-under, this all worsted check coat is a nimble juggler of inches, giving you the tall willow-wand look of Spring. See yourself in this P.A.T. coat... see yourself at the height of illusion. Misses' sizes.

P.A.T SIZES Perfect American Type Mandelbaum NEW YORK REG U.S PAT OFF

MANDELBAUM COATS, INC.,
512 Seventh Avenue, New York 18, N.Y.

Adelaar

An adventurous young blouse
by Adelaar animated with rows of tucks... simple enough to make a suit important... exciting enough
to take over alone. Rayon tissue faille in white, French pink, lime, Schiaparelli pink,
navy, honey. Sizes 32-38. About $7.95. At fine stores everywhere, or write Adelaar, 525 Seventh Ave., New York.*



Lord & Taylor, New York; Marshall Field, Chicago; Hudson's, Detroit; Halle Bros., Cleveland; Roos Bros., San Francisco; Neiman-Marcus, Dallas.

*SLIGHTLY HIGHER IN THE WEST

HAT BY MR JOHN

Exquisite

New

mocha finish fabric gloves

almondized Beautyskin FABRIC

At last . . . fabric gloves as soft and delicately fragrant as a rose petal.

Fashioned of full-shrunk, double woven, imported cotton, they're exclusively *almondized* to keep your hands smooth and lovely . . . to resist perspiration . . . for a trim fit that lasts! Styles for all occasions in spring's heavenly hues . . . designed to be preferred wherever smart women gather. Thoroughly washable, of course.

AT BETTER GLOVE COUNTERS THE COUNTRY OVER

DAHLIA

BEGONIA

ORCHID

***BEAUTYSKIN CREME GLOVE WASH** . . . Whisks away soil, restores exclusive almondizing features that protect and beautify the hands. At Beautyskin glove counters.*



ACME GLOVE CORPORATION

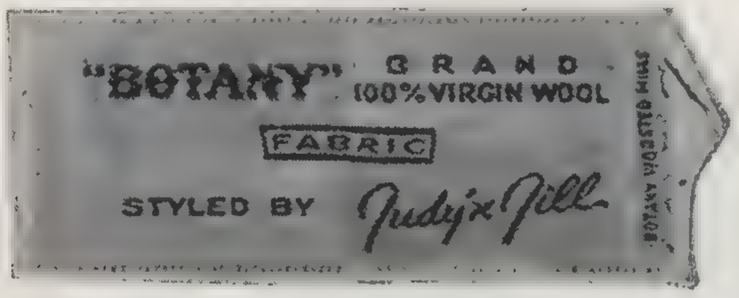
GLOVERSVILLE, NEW YORK

Judy 'n Jill spring cuttings . . .



PHOTOGRAPHED AT ANN HAGAN FLOWER SHOP BY LEOMBRUNO-BODI

Left: Three-piece ensemble, navy and white checked worsted suit, with jacket of Botany wool suede. Jacket comes in red and nugget gold. 75.00



Right: Two-piece suit in Botany grey flannel. 49.95

***Both* come in sizes 7-15.**

JAY S
Boston, Mass.

FROST BROS.
San Antonio, Texas

J. L. HUDSON
Detroit, Mich.

KAUFMANN'S
Pittsburgh, Pa.

LORD & TAYLOR
Young New Yorker Shop
New York Westchester
Manhasset Millburn

LINDNER DAVIS
Cleveland, Ohio

WOODWARD & LOTHROP
Washington, D. C.

MONTALDO STORES

Especially custom-cut to fit the more feminine figure with fuller curves . . .
Cymonette Originals*
achieve a made-to-measure look without alterations. They're young and dashing, and deftly styled to give a taller, slimmer look.
Both suits in the new high shades as well as black and navy. Sizes 12 to 20.

Left:
soft jacket detailing leads to significant pocket-interest on a suit of fine pure worsted wool crepe
About $60.

Right:
crisp tailoring . . . clean unhampered lines . . . in pure worsted sheen gabardine provide the perfect backdrop for your most dramatic accessories
About $70.

exclusively designed
for one fine store
in a city

Cymonette

*original design patents applied for

for store nearest you, write THE ETKIN COMPANY, INC., 230 West 38th Street, New York 18


For the woman men remember
by Fred Greenberg
THEY GO TOGETHER...
paper thin rayon taffeta and Windemere fan-pleated, rayon sheer! This superb step-in dress sparkles with glitter-buttons of rhinestone and mother-of-pearl. Navy, black. Sizes 14 to 44—12½ to 24½.
At better stores about $59.95*
Write for style book.
FRED GREENBERG
550 Seventh Avenue, N.Y. 18
In Canada—Frenchshire Ltd.



BAND BOX LOOK

For that "just-out-of-the-band-box" look—Galey & Lord cottons. Flower-shop colors and tissue crispness take wilting days, constant tubbings in their stride. Because these are cotton aristocrats, with freshness bred in every weave.

Galey & Lord, inc....
fabrics from
Burlington Mills
57 WORTH STREET • NEW YORK



PATRICIA and PRISCILLA EMERY, San Francisco's well known twins. Trim as the Koret of California blouses they're wearing, these lovely twins, though charming apart, double themselves, double their appeal, double their charm when they're together.



A.

B.



C.

Double up in TUBLIN "PAIR-OFFS"

You and twins and TUBLIN* "PAIR-OFFS" have the same good fortune! Double wardrobes, double choice, double chance to flip versatility into every suntime outfit. Nine separates... all guaranteed washable, crease resistant... all in six spirited Western Playland Colors... all by the gifted designer, Stephanie Koret! ***A. Halter about $3, Shorts about $5. B. Flared Skirt about $8, Weskit about $6. C. Sundress and matching bolero about $17.***

**Made of Butcher Linen type rayon by Hoffman California Fabrics*

Koret of California

611 MISSION STREET • SAN FRANCISCO 6 • CALIFORNIA

The best designers in the country are using fabrics marked TEBILIZED® for tested crease-resistance.

Like so many top-ranking designers, Claire McCardell has selected fabrics marked Tebilized for their superfine and tested crease-resistance. Shown here are three charming examples—all in fabrics marked Tebilized. For stores selling these dresses and for further facts on Tebilized, write T. B. Lee Co., Inc., Testing Dept., V-1 West 31st Street, N. Y. 1, N. Y.









Above. For this handsome dress Claire McCardell uses a spun rayon marked Tebilized. She knows that it has a superfine and tested crease-resistance that will last the fabric's lifetime.

Left. An important asset for the imported linen in this McCardell shirt and skirt is that it is marked Tebilized. Tebilized tested crease-resistance is a major reason why linens bearing this mark are so much in fashion.

Right. Another McCardell, also in spun rayon marked Tebilized. That is why it keeps its fresh good looks all day long. Any slight creases hang out overnight. Needs far less pressing. Stays clean longer, too.

curtain-raiser...

stands out

anywhere

Pretty things come
in pairs . . . like these
twin-collars on this dark-tone
dress. Double-buckled
red patent belt.
Navy or black rayon crepe,
with white waffle pique.
Sizes 12 to 20.

Style 7235 *About* $11



For the store that features this bright new fashion name, write

June Patton Company • Dept. VJ-2 • Saint Louis 3, Mo.



"The Luggage Beautiful"

TRAVEL WITH

CAVANAUGH LUGGAGE

and you travel with the best!

At leading luggage and department stores.

Cavanaugh

224 MARKET ST. NEWARK 2, N. J.

Right BODIED!

Not too heavy—

Not too light—

Rum as you like it — dark complexioned, mellow, and mature. Highest quality and finest flavor.

MYERS'S

"Planters' Punch" Brand

JAMAICA RUM

97 Proof

R. U. DELAPENHA & CO., INC.

57 Laight Street, New York, N. Y.

Sole U. S. Distributors



VOGUE'S TRAVELOG

A DIRECTORY OF FINE HOTELS AND RESORTS

FOR FURTHER INFORMATION ABOUT THESE LISTINGS
WRITE TO VOGUE'S TRAVELOG, 420 LEXINGTON AVE., N. Y. 17

Arizona

TUCSON

ARIZONA INN. Bungalow rooms with sun terrace. Beautiful gardens. Steam heat. Warm water pool. Har-Tru tennis courts. Amer. Plan. M. Bennett, Mgr.

SANTA RITA HOTEL. 250 rms. Tucson's Social Cntr.; Western Hosp. & Atmosphere. Superb cuisine; famous Dance Bands, Polo, Golf. Nick Hall, Mgr.

California

CORONADO

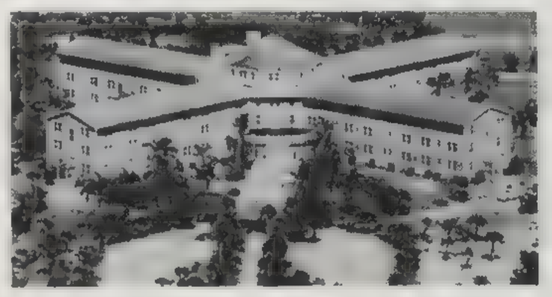
HOTEL DEL CORONADO. Seashore Resort. Swim, golf, fish. Boating, tennis. Year 'round fun. Mexico ½ hour. Jai Alai, races. H. Ward, Managing Dir.

LOS ANGELES

CHAPMAN PARK HOTEL & bungalows. On Wilshire Blvd. Pool, gardens, entertainment. Bride and Groom Broadcast. Famous Zephyr Room.

Florida

BOCA GRANDE



BOCA GRANDE HOTEL & CLUB

On Gulf of Mexico. Brick construction. Offers utmost in modern, restful surroundings. All rooms with private tile bath and shower. Superb cuisine. Private beach, golf, fishing. Rates, Amer. Plan: $14 per person and up daily. J. Spadaro, Owner-Gen. Mgr. Tel. Boca Grande 4251. N. Y. Office 51 E. 42nd Street, MU 2-3341.

DELRAY BEACH

THE COLONY—Modern, surf and pool bathing, golf, tennis, Gulf Stream fishing. Geo. M. Boughton, Pres. In Summer—Kennebunkport, Me.

VOGUE TRAVELOG SECTION is published for your convenience. When planning a trip, take advantage of these fine listings.

MIAMI

THE COLUMBUS. 17 floors of comfort and convenience—Miami's finest bayfront hotel—downtown terminal, all airlines. Write for color folder.

MIAMI BEACH

FLAMINGO HOTEL. 15 acre private park on Biscayne Bay. Tennis—Swimming—Poolside Luncheons—Badminton—Shuffleboard. Write for folder.

THE GOOD—Ocean at 43rd St. Private beach, cabañas. Superior food. Conservative policies continued. Send for Free color folder.

MIAMI BEACH



THE SEA ISLE

It's not too early to plan your Sea Isle spring holiday. Spring rates, beginning March 16, make doubly attractive the matchless facilities, warm hospitality and perfect service that have earned for the Sea Isle the finest reputation in Miami Beach. A full block on the ocean—private beach, cabañas, pool, gardens—more room in the sun—exclusively yours. Early reservations advisable. New color brochure, Ben A. Atherton, Manager.

Florida

PONTE VEDRA BEACH



THE INN

Ponte Vedra Beach is one of America's most charming resorts. Year 'round operation, excellent accommodations. A wide choice in The Inn proper, ocean front cottages and apartments. Fine food and service. Golf, tennis, fresh and salt water fishing. Excellent beach, fresh water pool. Consult your travel agent or Wm. P. Wolfe, 500 5th Ave., N. Y. Or James Crawford, Pub. Rel. Dir., Box V3, The Inn, Ponte Vedra Beach, Fla.

Missouri

KANSAS CITY

BELLERIVE HOTEL. K. C.'s Social Rendezvous. Luxurious Rms., Suites. El Casbah Supper Club. Garage. Rec. by Duncan Hines. L. Larrea, Mgr.

New Jersey

ATLANTIC CITY

MARLBOROUGH BLENHEIM. On Boardwalk. A famous resort hotel. Protestant & Catholic churches nearby. Sun decks. Enclosed solaria. Sea water baths.

ATLANTIC CITY



HOTEL TRAYMORE

American and European plans. Spacious rooms with picture windows. Fresh and salt water baths. Delicious foods in gracious settings. Nightly concerts. Television. Dancing in the Submarine Room, Bar and Lounge. Coffee Shop. Ocean decks. Garage. Kenneth W. Baker, Gen. Mgr., Leonard G. Rundstrom, Res. Mgr. Telephone Atlantic City 4-3021.

New York

NEW YORK CITY

BARBIZON-PLAZA. Midtown, overlooking Central Pk. 6 Ave. 58 St., near Radio City, theatres, shops. Choice rms. from $4.00 sgl. $6.50 dbl. Bklt. VM.

Pennsylvania

SKYTOP



SKYTOP CLUB

Enjoy rest and relaxation on a 5500-acre mountain estate "High in the Poconos". Movies, indoor games, dancing. Snow brings unexcelled skiing (two tows), tobogganing, skating, sleigh riding. And Skytop's cuisine is long-famous! Only 3 hours from N. Y. or Phila. Write Skytop Club, Box 21, Skytop, Pa.

South Carolina

CHARLESTON

VILLA MARGHERITA. For gracious vacation living in lovely, intriguing old city. Accommodations for 100. Amer. Plan. $10 up. Nov. 15-May 15.

Texas

BRACKETTVILLE

FORT CLARK RANCH. Largest, most luxurious guest ranch in Southwest. Close to romantic Old Mexico. Write for folder and rates.

HARLINGEN

MADISON HOTEL. Luxurious vacation in tropical Rio Grande Valley. Non-mountain route to Mexico City. Sunshine, flowers, dancing, sports. Free Folder.

Virginia

WILLIAMSBURG

WILLIAMSBURG INN & LODGE. For information: Write direct, see Travel Agent or Williamsburg Res. Office: 630 Fifth Ave., N. Y., CI 6-8896.

Bermuda

PAGET



ELBOW BEACH SURF CLUB

Bermuda's only Oceanside Hotel. Private coral sand beach, golf privileges and all sports. Club atmosphere with planned activities for all! American Plan. See your travel agent or U. S. Representative: R. F. Warner Associates, New York, Chicago, Washington and Boston.

SOMERSET

CAMBRIDGE-BEACHES. A cottage colony amidst the native charms of old Somerset. Pvt. beaches—sailing—fishing. N. Y. Office: Hotel Roosevelt.

Canada

QUÉBEC, P. Q.



THE CHÂTEAU FRONTENAC

A ski heaven in Old World Québec. Gentle grades for tyros . . . sporty trails for experts. Lac Beauport ski-bowl . . . alpine tow . . . the Ski-Hawk School . . . Fritz Loosli and his French-Parallel Technique. Warm comfort, superb food, gracious hospitality. 7-day all-expense ski-week. See Canadian Pacific Agent or write Hotel Manager for reservations.

Laurentian Mountains

PIEDMONT, P. Q.

MONT GABRIEL CLUB. A mountain top luxury ski resort. Open slopes and trails. Alpine Life. 3 rope tows. Hans Falkner Ski School. N.Y.: LO 5-1114.

GET THE VOGUE TRAVELOG habit. These resorts and hotels are among the finest to be found in this broad land.

VOGUE'S SCHOOL & CAMP DIRECTORY

FOR ADVICE: WRITE VOGUE'S SCHOOL & CAMP BUREAU, 420 LEXINGTON AVENUE, NEW YORK 17, OR CALL LE 2-7500

Travel

MOO MOO-PA CARAVAN
Western Trip for teen-age Boys & Girls. 8 glorious weeks by De Soto Suburbans including 2 wks. Montana Ranch, Yellowstone, San Francisco, Hollywood, Grand Canyon, Mesa Verde. MR. & MRS. T. C. MELLOTTE, 9 CLAREMONT AVE., MAPLEWOOD, N. J.

ADLER EXPEDITION
FOR TEENAGERS
Coeducational—14 to 18 years. Exploration—Travel. Stimulating enjoyable experiences.
Safe—Reliable—Supervised. Write for details.
120 BOYLSTON ST., BOSTON 16, MASSACHUSETTS.

Summer School

CAREER COLONY & K-RANCH
MAINE SUMMER SCHOOL PLUS RANCH LIFE
Personality development for older girls. Studies, arts, sports. Luxury facilities in the White Mts. Rockwood Park college prep. under same direction. HDQTS.: 1125 THE PARKWAY, CHESTNUT HILL 67, MASS.

Boys' & Girls' Camps

CAPE COD MUSIC CENTER
The ideal summer for boys & girls who love music. Outstanding instruction (beginning & advanced) in vocal & instrumental music, Ballet, Theatre, Art. Seashore vacation activities. Ages 10-18. MRS. C. C. CROCKER, DIR., BOX 14, EAST BREWSTER, MASS.

WIHAKOWI
Northfield, Vt. Boys (8-15) in Westgate; Girls (8-16) in Eastgate. Separate camps, some joint activities. In Green Mts. Private lake. Mature counselors. Cabins, nurse. Trips: Canada, L. Champlain. Booklet. JOHN K. BOLTE, BOX V, RANDALLSTOWN, MD.

Jrs. 5-7 MILBROOK Srs. 15-18
Lowers 8-10 Uppers 11-14
• A Coeducational Camp in Maine •
One hundred acres with gardening and building projects. All usual camp activities, including riding, sailing, and weekly trips. *California and Canadian trips for older campers.* Regular season nine weeks. Open June and September. *Catalogue.*
Mrs. Jackson V. Adkins
Phillips Exeter Academy Exeter, N. H.

V V V V V V V V V QUARTER CIRCLE V BAR RANCH CAMP
For boys and girls, ages 9-17 inclusive
Mayer, Arizona
On a 40,000-acre cattle ranch. Riding every day. Caravan trip through scenic Southwest. 4000 ft. elevation. Very dry. Swimming pool, tennis, crafts. Excellent food. Ranch chores for all campers. All modern facilities. Nurse. 21st Year. *Send for catalog.*
CHAS. H. ORME, JR., DIRECTOR
TEL: HUMBOLT 351

Girls' Camps

MEADOWBROOK
A Ranch Camp for 50 Girls 7-17 in N. H. On lake in mts. Daily riding. Exceptional instructors. Pack trips. Horse show. All sports. Separate Jr. group. Infirmary. Inclusive fee. Catalog. LILAH V. PALMER, 78 MAPLE AVE., HASTINGS-ON-HUDSON, N. Y.

WAUKEELA CAMP
Eaton Center, N.H., heart of the White Mountains. Riding, camping trips, water sports, land sports, dramatics, crafts, dancing. Three age groups 6-16 & Counselor Training for girls over 16. 29th year. HOPE V. ALLEN, 52 NISBET ST., PROVIDENCE, R.I.

CAMP NESHOBE
Hancock, N. H. For 50 girls 6-16. Character-building, healthy sports. Swimming, Riding, Dramatics, Music, Arts, Crafts, Mt. climbing, Canoe trips. Modern cabins. MRS. WESLEY CHASE, THE CRAGSWOLD, SCARSDALE, N. Y. TELEPHONE: SCARSDALE 1554.

brown ledge
Mallett's Bay, Vermont
"—one of New England's finest camps." **Free daily riding for every girl.** Finest show horses, mounted lance drill, trail riding, jumping optional. Sailing, racing tactics. **Water skiing.** Special acting group and theatre. Tennis, golf, riflery, archery, crafts, swimming, trips. 100 selected girls. *One tuition covers all.* Booklet. Give age. "Complete and different camp."
HORSES CHRIS CRAFT Aquaplaning
Mr. and Mrs. H. E. Brown
Leicester Junior College
Box V, Leicester, Mass.

Girls' Camps

ALOHA CAMPS
FAIRLEE, VERMONT 46TH SEASON
Aloha Camp for girls 12 to 17
Aloha Hive for girls 7 to 12
Lanakila for boys 6 to 14
MRS. E. L. GULICK, 8 PERRIN RD., BROOKLINE, MASS.

ECOLE CHAMPLAIN
Girls 6-18. On Lake Champlain. Daily riding, sailing, water sports, tennis, music, art, dancing, overnight camping trips. Conversational French with native counselors. 27th year. Three age groups. MRS. E. V. CHASE, 50 S. WILLARD ST., BURLINGTON, VT.

FARWELL
Carefree summer for girls 6-17. Ride Thoroughbreds. Swim in Vermont lake. Learn tennis, all sports. Gypsy trips. Live in log cabins. Dancing, dramatics. Fee includes riding. MR. AND MRS. GEORGE V. CULBERSON, 1346 IREDELL DR., RALEIGH, N. C.

BEENADEEWIN
Lake Fairlee, Ely, Vt. Girls, 6-17, enjoy happy summer. All camp activities, riding, sailing, trips. Lakeside cabins. Est. 1914. MR. & MRS. L. V. DUNDON, 138 CANOE BROOK PKWY., SUMMIT, N.J. or MR. & MRS. P. V. RICHWAGEN, DOVER, MASS.

PENKO
WINTHROP, MAINE
Sixty-five girls 6-16. Horseback riding and water sports. Modern camp homes. Numerous trips. Many electives. Address: MR. & MRS. F. V. PENLEY, DIRECTORS. 76 NEWPORT AVE., WEST HARTFORD, CONN.

CAMP KINEOWATHA
Finest instruction in Riding, Swimming, Canoeing, Tennis, Archery. Also Crafts, Trips, Dramatics. Tutoring. All the health and vacation advantages of Maine. Easy access. Girls 6-18. Est. 1912. W. E. ROYS, 316 ROCHAMBEAU RD., SCARSDALE, N. Y.

CAMP COWASSET
Summer of fun for girls on Cape Cod. All salt water sports, sailing, swimming. Riding, archery, tennis, crafts, music, dancing, dramatics. Trips. Log cabins. Four age groups. 35th year. Write for catalog. BEATRICE V. HUNT, DIR., HOLBROOK, MASS.

FIRE PLACE LODGE
Salt water camp for girls 5-19. East Hampton, L. I., on Gardiner's Bay. Sailing, Swimming, Riding, Tennis, Canoeing, Crafts, Music, Fine Arts, Dramatics. Separate programs. Counselor Training. MRS. A. V. PURCELL, 33 OXFORD ST., MONTCLAIR, N. J.

PINE LOG CAMP
Lake Luzerne, N. Y., near Lake George. 125 acres, private lake, log cabins. All sports and activities. Small groups, well supervised. Girls 6-18. Catalog. DOROTHY V. BALDWIN AND FRANCES V. KINNEAR, DIRECTORS, LAKE LUZERNE, NEW YORK.

OTSEGO
Cooperstown, N. Y. Ages 6-16. Riding in fee. Expert instruction in horsemanship and dancing. All land and water sports. Skiing, sailing. Chenango brother camp. Give age. Write for Catalog.
MRS. LYNN FISHER, PACKANACK LAKE, N. J.

ECHO CAMP
Friendly, informal program for 40 girls 6 to 16 on beautiful Raquette Lake in the Adirondacks. Featuring canoeing, sailing, trips, music, dramatics. Excellent food & supervision. Pollen-free. Fee $350. MRS. CARLTON V. CLOUGH, PLEASANTVILLE, N. Y.

PITT HALL
For girls 8-18, small group. Large country homes. Specialized riding, horsemanship, stable management. Tennis, swimming, campcraft, arts & crafts, music. Informal program well supervised. ELSIE K. POWELL, MILDRED LEFFERTS, OLD CHATHAM, N.Y.

MOSS LAKE
AN ADIRONDACK CAMP FOR GIRLS

Featuring
• RIDING
• SAILING
• TENNIS
• Also Archery, Swimming, Fencing

Under nationally known instructors. Private Adirondack lake & preserve. Daily Riding. All-inclusive fee. Girls 6-10, 11-13, 14-19 in completely separate units. Many trips by foot, by horse, & by canoe. Brother camp & parent club 3 mi. *Six hours from New York or Buffalo.*
Dr. G. V. Longstaff, Jamaica 3, L. I.

Girls' Camps

PINE TREE
Girls 6-15. Three separate age groups. In the Poconos. 2000 feet above sea level. About 3 hours from N.Y.C. and Philadelphia. All water and field sports. Riding. Flexible program. MRS. E. F. CAYO, 5445 MORRIS STREET, PHILADELPHIA 44, PA.

TON-A-WANDAH
HENDERSONVILLE, N. C. FOR GIRLS 7-17
500-acre estate, private lake. 3 age groups, under trained leaders. All sports. Riding, music, dramatics, art, dancing. Inclusive fee. Catalog: MRS. GRACE B. HAYNES, OWNER-DIRECTOR, BOX V, TRYON, N. C.

FOUR-WAY LODGE
On Michigan's beautiful Torch Lake. Girls 7-18. New friends, new skills. Full sports program; riding, sailing stressed. Crafts, trips. Mature staff. 3 age groups. Brother camp, Fairwood. Catalog. MRS. M. V. EDER, 5699 BELMONT AVE., CINCINNATI 24, O.

PERRY-MANSFIELD CAMPS
Steamboat Springs, Colorado. Western camps for girls 7 to 25 in four groups. Pack trips, swimming, tennis, drama, dance, art. Horsemanship & Counselor Training courses. College Unit. PORTIA V. MANSFIELD, 135 CORONA, PELHAM 65, N. Y. PELHAM 8-0025.

CIMARRONCITA RANCH
Adventure and fun in romantic setting. Separate boys' and girls' camps. 6500 ft. alt., healthful, cool & invigorating. Instruction in all camp sports including daily riding. 20th year same location, same management. References, Booklet. UTE PARK, NEW MEXICO.

MONTEZUMA GIRLS CAMP
In Southeastern Arizona at 5100 feet. Dry climate excellent for girls with respiratory trouble. 35 campers. Horseback riding featured. June 20 through August 20. Write for information.
NANCY NELMS, HEREFORD, ARIZONA.



BRYN AFON
For Girls 7-18. Rhinelander, Wisc.
Private Lake. Alt. 1750 ft. Riding, Sailing, Tennis, Dramatics, Crafts, House-Boat Cruises. Trained Staff. 34th Season. Booklet.
Lotta V. Broadbridge
1001 E. Jefferson Ave., Detroit 7, Mich.
Affiliated with Camp Deerhorn for boys.

Boys' Camps

ADIRONDACK CAMP
On Lake George. 47th season. Boys 6-15 in 3 groups. Excellent riding, sailing, trips, wrestling, dramatics, art, Indian lore. Superior food. Mature counselors. COL. W. H. WARRICK, 240-25 FOREST DRIVE, DOUGLASTON, L. I., N. Y. (BAYSIDE 9-5149)

POCONO—WOODCRAFT
High in timberlands of Pocono Mts. on 14 mile lake. All that a boy could wish for. Real camping—sports. Four age units 7-18. Friendly setting. 31st year. International group. Quaker leadership. Booklet. C. V. PAXSON, DIR., PENNS PARK, BUCKS CO., PA.

SUSQUEHANNA
Boys 5-16. Mt. camp on private lake. New Milford, Pa. 32nd Year. 775 Acres. Daily riding, complete course in horsemanship. All sports. Own farm. Skilled leader for each 4 boys. Personal development our aim. Booklet, R. T. SMITH, NEW MILFORD, PENNSYLVANIA.

VALLEY FORGE
SUMMER CAMPS
Request Camps Catalog
An unforgettable summer's vacation of fun and training for boys at America's National Shrine. Senior Camp for boys 14-18; Junior Camp (Pioneers) for boys 9-14. Swimming, expert riding instruction, mounted hikes, woodcraft and scouting. Special Band Camp for boys 13-18 under expert musical directors. Starlight concerts. Individual instrument instruction. BOX 53, WAYNE, PA.

ULVER SUMMER SCHOOLS ON LAKE MAXINKUCKEE
AN IDEAL VACATION FOR BOYS
Trains them to be neat, prompt, courteous, alert. Emphasis on correct posture, health, character. Regular Academy personnel. Exceptional recreational, housing, dining and health facilities. Thousand-acre wooded campus. All land and water sports. NAVAL and HORSEMANSHIP SCHOOLS (boys 14-18). WOODCRAFT (9½-14). Separate catalogs. 210 Lake Shore Rd., Culver, Ind.

Boys' Camps

PASSUMPSIC
On Lake Fairlee, Vt. Boys 7-15. Wide choice of land & water sports. Relaxed program. Riding included. Friendly, happy camp. Experienced staff. 37th yr. MR. AND MRS. DAVID N. STARRY, 4620 DRUMMOND AVE., CHEVY CHASE 15, WASHINGTON, D. C.

WAMPANOAG—CAPE COD
Salt water camp for boys 6-16. Buzzards Bay, Mass. 14th year. Sailing, navigation, canoeing, swimming, tennis, shop, archery, riflery. Part-time work for older boys. Individual attention. Nurse. For booklet: D. TAYLOR, 118-C ELGIN ST, NEWTON CENTER, MASS.

HALF MOON
Great Barrington, Mass. Boys 6-16. In Berkshires. 120 mi. N. Y. C. Special trips by canoe and horse. Sports. Riding. Special care, younger boys. Nurse. 28th year. Catalog, state age. DR. & MRS. EDW. G. STOREY, 330 CARROLL AVE., MAMARONECK, N. Y.

LOWELL WHITEMAN RANCH
STEAMBOAT SPRINGS, COLORADO
Western camp for boys, 8-16, three age groups. Riding, pack trips, ranch life, swimming, riflery, tennis, polo. Older boy work program. Address: LOWELL V. WHITEMAN, STEAMBOAT SPRINGS, COLORADO.

Coeducational Schools

TUXEDO PARK
A boarding school for children. Beautiful estate 32 miles from N. Y. Five- and seven-day boarders. Accredited. Prepares for leading secondary schools. Grades 1-8. Music, Art, Dancing, Shop, Skiing, Sports. PHILIP POTTER, BOX G, TUXEDO PARK, N. Y.

THE ROOSEVELT SCHOOL
AT HYDE PARK, N. Y.
Residence School for Boys & Girls. Awe-inspiring historic atmosphere. Elementary thru College Prep. Chartered by Regents. Enroll now. Catalog V. DANIEL TROTZKY, DIR., N. Y. OFFICE: 1775 B'WAY. CI 7-7215.

QUARTER CIRCLE V BAR
RANCH SCHOOL
Boys & girls 8-18. On 40,000-acre working cattle ranch. Accredited by examination Phoenix High School. Horse for each student. Healthful climate. Pool. CHAS. H. ORME, JR., DIRECTOR, MAYER, ARIZ.

CHADWICK SCHOOL Rolling Hills, California
Coeducational Country Day and Boarding School
Situated on Palos Verdes Peninsula about 25 miles south of Los Angeles.
Grades 1-12, fully accredited. Member California Association of Independent Schools.
Directors:
Commander and Mrs. Joseph H. Chadwick

Tutoring

THE TUTORING SCHOOL
74 EAST 55 ST., NEW YORK 22, N. Y.
Individual instruction preparing for all major colleges and schools. 25th Year.
Catalog on request TEL. PLAZA 5-6666

Home Study

YOUR CHILD CAN BE EDUCATED AT HOME!
With Calvert's famous "School-at-Home" course mothers can give their children a sound, modern education. Kindergarten through 9th grade. Easy-to-follow instructions. All lessons, supplies provided. Sent by mail. Used by 85,000 children. Moderate cost. Start any time. Send for catalog.
CALVERT SCHOOL 252 Tuscany Road Baltimore 10, Md.

We invite you . . .
When you are in New York we invite you to call at our offices—a few steps from Grand Central—to discuss your school and camp problems with us.
VOGUE'S SCHOOL & CAMP BUREAU
420 Lexington Ave., New York 17

Foreign School

BRILLANTMONT

INSTITUTION HEUBI, LAUSANNE, SWITZERLAND

Girls 12-20. Chateau: French, languages, music, art. Special courses for College Board preparation. Villa: Complete courses in Home Economics. Sports. MRS. A. B. HAWKINS, SYOSSET, LONG ISLAND, N.Y.

Girls' Schools

OAK GROVE

Friends School for Girls emphasizes Preparation for College and Gracious, Purposeful Living. Music, Art, Dramatics. Grades 7-12. Winter Sports featured. Riding included. New fireproof Quadrangle. MR. & MRS. ROBT. OWEN, BOX 121, VASSALBORO, ME.

KENDALL HALL SCHOOL

A distinctive school of 55 girls offering strong personal interest, successful preparation for college and very unusual outdoor life on 200-acre estate. Boston two hours. MR. AND MRS. GEORGE KENDALL, BOX 355, PETERBOROUGH, NEW HAMPSHIRE.

MARY C. WHEELER SCHOOL

Specializing in thorough College Preparation, effective study habits. Art, Music, Dancing, Dramatics, Typewriting, Sewing. Sports on 170-acre Farm. Riding. Country residence for younger girls.
MABEL VAN NORMAN, PROVIDENCE 6, R. I.

ROGERS HALL

58 years of New England traditions. Near Boston. Thorough college preparation. One year intensive review for college. General course: secretarial training, excellent music and art. All sports. Swimming pool. MRS. KATHARINE MACGAY, BOX V, LOWELL, MASS.

ABBOT ACADEMY

A College Preparatory School. 9th through 12th Grades. Special emphasis on Music. Large campus. Modern buildings and equipment. All sports. 23 miles from Boston. Founded 1829. Catalogue.
MARGUERITE C. HEARSEY, PRIN., ANDOVER, MASS.

DANA HALL

Established 1881 for girls 14-18. Tenth, eleventh and twelfth grades. Thorough College Preparatory and broad General Courses. Strong Art and Music Departments. Dramatics, Riding and Modern Dance. MRS. ALNAH J. JOHNSTON, PRINCIPAL, WELLESLEY, MASS.

STONELEIGH-PROSPECT HILL

Accredited college preparatory, general courses. 8th-12th Grades. Art, music. All sports. 150 acres, beautiful modern building. Professional instruction in riding, skiing. Mensendieck for posture. MRS. GEORGE WALDO EMERSON, BOX D, GREENFIELD, MASS.

HOUSE IN THE PINES

Junior College: Vocational and Liberal Arts Courses. Cornish School: College Preparatory and General Courses, including art, music, secretarial. Excellent riding stable. Swimming. Catalogue. M. ELIZABETH JOHNDROE, DIR., 40 PINE ST., NORTON, MASS.

MARY A. BURNHAM SCHOOL

Accredited college preparation. General course. Postgraduate courses. Music, art, drama, secretarial. Riding. All sports. Mensendieck system for posture. 72nd year. Catalog. MRS. GEORGE WALDO EMERSON, PRIN., BOX 43-D, NORTHAMPTON, MASS.

THE BEARD SCHOOL

Fully accredited. Outstanding preparation for college. General course includes art, music, dramatics, modern dance. Varied sports program. Educational trips to New York. Established 1891. EDITH M. SUTHERLAND, BOX 30, ORANGE, NEW JERSEY.

KENT PLACE

Founded in 1894

Notable record of college preparation. Unusually broad curriculum in General Course. Excellent Music, Art and Dramatics. All sports; extensive campus. Country life with city advantages. *Catalogue on request.*

Harriet Larned Hunt, A.B., A.M., *Headmistress*

SUMMIT, NEW JERSEY

Girls' Schools

PINE MANOR JUNIOR COLLEGE

Fully accredited residential junior college for young women, specializing in general education in the fields of Liberal and Fine Arts and Social Studies, Terminal and Transfer. Music, Art, Riding. MARIE WARREN POTTER, PRES., WELLESLEY, MASS.

ENDICOTT JUNIOR COLLEGE

Two-Year College Courses for Young Women
Liberal Arts, Art, Sec'l, Med. Sec'l, Foods, Clothing, Radio, Drama, Mdse., Photo, Int. Dec., Journalism, Internship. All Sports. Shore Campus. Nr. Boston. E. V. TUPPER, PH.D., DEAN, BEVERLY, MASS.

ERSKINE

2-year courses for day and resident girls of college age. Individualized programs. Secretarial, Radio, Television, Drama, Social Service, Fine and Liberal Arts. Music. Superior faculty from nearby universities. MISS ANNE A. YOUNG, DIR., 111 BEACON ST., BOSTON, MASS.

THE GARLAND SCHOOL

A JUNIOR COLLEGE

Homemaking majors: Clothing, Food, Child Study. Art majors: Costume Design, Interior Decoration, Fine Arts. 5 practice residences. GLADYS V. JONES, 409 COMMONWEALTH AVE., BOSTON 15, MASS.

CHOATE SCHOOL

Country school for a limited group of girls. Near Boston. College preparatory and general courses. Small classes. Congenial home life. Basketball, hockey, riding, tennis. Catalog. AUGUSTA CHOATE, VASSAR, 1600 BEACON STREET, BROOKLINE, MASS.

ROCKWOOD PARK

FULLY ACCREDITED COLLEGE PREPARATORY

Country environment with Boston advantages. Gracious home atmosphere. Riding, Golf, Tennis. Forest Acres Camp—Career Colony and Ranch in White Mts. ROCKWOOD PARK, JAMAICA PLAIN 30, BOSTON.

BARMORE SCHOOL, N. Y.

POST GRADUATE

Liberal Arts and Career Courses best suited to women. Day and Resident students. Telephone: BU 8-0556.
15 EAST 70 STREET, NEW YORK 21, N. Y.

CATHEDRAL SCHOOL

OF SAINT MARY, GARDEN CITY, L. I., N. Y.

An accredited Episcopal school for girls. Accessible to N. Y. Boarding and Day. 5th Grade to College. Strong preparatory and general courses. Music, art, dramatics. All sports. MARION REID MARSH, BOX V.

ST. AGNES SCHOOL

Accredited country day and boarding school for girls. Episcopal. Emphasis on scholarship, character development and physical fitness. Forty acres of playing fields in attractive Albany suburb. Write: MISS BLANCHE PITTMAN, M.A., ALBANY 4, N. Y.

Edgewood Park

FOR YOUNG WOMEN

• Accredited college preparatory. Advanced courses in Cultural and Practical Arts, Fine Arts, Secretarial Science, Real Estate, Medical Assistant, Home Economics, Dramatics, Interior Decoration, Merchandising. Kindergarten. Lake, pool. All sports—riding, tennis, golf. Moderate rates. *Write for catalog.*
Box V-10, Briarcliff Manor, N. Y.

Lasell Junior College

PREPARES YOUNG WOMEN FOR LIVING

• Well rounded college life on 34-acre campus, ten miles from Boston. Accredited. Liberal arts, sec'l, pre-professional, home economics, retail training, art, music, drama. Individual guidance. Golf, riding, skiing; swimming pool.

Catalog: Raymond C. Wass, President,
126 Woodland Road, Auburndale 66, Mass.

Girls' Schools

GRIER SCHOOL

In the Alleghenies. Accredited College Preparation and General Courses. Home atmosphere for girls 12-18. Music, Art, Typing. Exceptional Riding. Winter and team sports. 1000 acres. Gym, pool. 97th year. THOMAS C. GRIER, HEAD, BOX 62, TYRONE, PA.

OGONTZ JUNIOR COLLEGE

Preparation for successful living. Transfer, terminal courses. Home ec., child care, home nursing, sec'l, languages, music, art, dramatics. All sports, riding. 87-acre campus. 10 mi. from Phila. ABBY A. SUTHERLAND, BOX JV, OGONTZ SCHOOL P.O., PA.

LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music. Home Economics. Secretarial Studies. Art. Dramatic Art. Preparatory and General Courses. All Sports. Riding. Pool. Moderate Tuition. BYRON K. HORNE, D.D., BOX 92, LITITZ, PA.

CHEVY CHASE JR. COLLEGE

Accredited. Liberal Arts. General; Art, interior decoration, costume design, advertising art; Home Ec.; Secretarial. Drama, music. New Science Bldg. Riding. Catalog. FRANCES R. BROWN, M.A., PRES., BOX V, 6410 CONN. AVE., WASHINGTON 15, D. C.

NATIONAL CATHEDRAL

AN EPISCOPAL SCHOOL FOR GIRLS

Boarding, Grade 7 to 12; Day, 4 to 12. College preparatory, general courses. Emphasis on Dramatics, Art & Music. Located on 58-acre Cathedral grounds. MABEL B. TURNER, PRIN., WASHINGTON 16, D. C.

MARYMOUNT

ARLINGTON, VIRGINIA

Conducted by Religious of the Sacred Heart of Mary. Junior & Senior High School for girls, resident & day. Art, Music, Speech, Dramatics, Athletics. 10 minutes to Washington. 2807 N. GLEBE RD. (OWENS 8540).

WARRENTON

Grades 7-12. Near Washington in fox hunting country. Thorough college preparation. General course. Music, art, riding. Sports all year. Beautiful gardens. Outdoor theatre. Write for catalog. WARRENTON COUNTRY SCHOOL, BOX 18, WARRENTON, VA.

BLACKSTONE

Junior College and two years high school. Accredited. Transfer courses in liberal arts. Also two-year terminal courses. Art, music, merchandising. Indoor pool, riding, golf. Catalog. JOHN D. RIDDICK, PRESIDENT, BOX 108, BLACKSTONE, VIRGINIA.

FAIRFAX HALL

An old Virginia school in famous Shenandoah Valley. Accredited 4 years high school. 2 years college. Liberal arts, fine arts, sec'l, music. Happy social life. All sports. Pools. WM. B. GATES, PRES., BOX V-502, PARK STATION, WAYNESBORO, VA.

Marjorie Webster

JUNIOR COLLEGE In Nation's Capital. Accredited 2-year terminal and transfer courses in: Liberal Arts; Physical Education and Kindergarten; Secretarial; Speech, Dramatics and Radio; Music; Fine and Commercial Arts; Merchandising. Large indoor pool and gymnasium. All sports. Attractive campus. *Catalog.* Box V, Rock Creek Park Estates, Washington 12, D. C.



Southern Seminary

AND JUNIOR COLLEGE

For 83 years one of America's famous schools for girls and young women. A school of Character. Accredited Junior College and High School in Blue Ridge Mts. of Va. Music, Art, Dramatics, Home Ec., Merchandising, Phys. Ed., Sec'l, Library Sc., Kind. Tr., Social Tr., Sports.

For Catalog, address:
Margaret Durham Robey, Pres.
Box 102-V, Buena Vista, Virginia

Girls' Schools

ST. ANNE'S SCHOOL

An Episcopal College Preparatory School for girls. Grades VI to XII

ELIZABETH V. COCHRAN, HEADMISTRESS
CHARLOTTESVILLE, VIRGINIA

VIRGINIA INTERMONT

Fully accredited Jr. College and two years High School. Music, Art, Dramatics, Journalism, Radio, Home Ec., Phys. Ed., Sec'l, Library Science. Riding, swimming. Est. 1884. Moderate rates. Catalog. R. L. BRANTLEY, PH.D., BOX 127, BRISTOL, VA.

STRATFORD

Accredited Junior College and High School. Develops personality. Music, Dramatics, Art, Int. Decoration, Costume Design, Secretarial, Journalism, etc. Sports. For "Intimate Glimpses" and Catalog, address: JOHN C. SIMPSON, PRES., BOX V, DANVILLE, VA.

AVERETT COLLEGE

Fully accredited Junior College emphasizing liberal arts. Terminal, normal, transfer courses. Music, art, speech and dramatics, secretarial, medical secretary, library sc., physical ed., home ec. 91st year. Endowed. Catalog. CURTIS BISHOP, BOX V, DANVILLE, VA.

ASHLEY HALL

Accredited college preparatory and general courses in atmosphere of Southern culture. Music and art depts. Mild climate, year round outdoor sports; riding, pool. Dramatics. Lower school. Catalog. WILLIAM S. PIPER, JR., DIRECTOR, BOX V, CHARLESTON 15, S. C.

HARRIS FLORIDA SCHOOL

ESTABLISHED IN 1914 ACCREDITED

Separate departments for older and younger girls. Catalogue and Viewbook upon request.
1057 BRICKELL AVENUE, MIAMI, FLORIDA.

BARTRAM SCHOOL—FLORIDA

College preparation of highest standards. Fully accredited; graduates in leading colleges. Extra-curricular music, art, dramatics, riding, pool and ocean swimming. Boarding dept. Grades V to XII. OLGA V. PRATT (VASSAR), JACKSONVILLE 7, FLA.

WEBBER COLLEGE

Careers in Retailing and Secretarial under the new Webber Plan: home study, practical paid experience, work on Florida campus Jan. to June. $1,000. (Founded by Mrs. Roger W. Babson.) PALMER T. HOGENSON, PH.D., BOX V, BABSON PARK, FLA.

WARD-BELMONT

Junior College. Preparatory School. Conservatory of Music. Fully accredited. Year round sports. Own stable of gaited horses. Write for "Story of Ward-Belmont" and "Club Village" folder. ROBERT CALHOUN PROVINE, PH.D., DEPT. V-2, NASHVILLE 4, TENN.

GULF PARK COLLEGE

By-the-Sea. Accredited non-profit Jr. College. Also 2-year high school. Music, art, speech and theatre arts, home ec., sec'l. Outdoor sports all year. Riding, aviation, salt water sports, pool. Catalog:
RICHARD G. COX, BOX V, GULFPORT, MISS.

GREENBRIER COLLEGE

For 138 years, a school for girls, in the southern manner. Located in an environment famous for its beauty and healthful living. Standard Jr. College, offering last 2 yrs. high school and first 2 yrs. college work. Art, Music, Dramatic Art, Secretarial. Well coordinated athletic program. Greenbrier Hotel at nearby White Sulphur Springs supplies distinctive social, recreational advantages. Modern fireproof student residence hall. Address:
French W. Thompson, Pres., Box 402, Lewisburg, W. Va.

FAIRMONT-CASEMENTS

Junior College and Preparatory Courses
(*Credits Transferable*)

Magnificent estate with both river and ocean frontage. Offers liberal arts, fine arts, costume design, commercial art, domestic arts, radio, dramatics, secretarial, social service, dancing, music. Outdoor activities include surf bathing, riding, boating and golf. For catalog (specify junior college or preparatory school) and view folder, address:

Maud van Woy, A.B., Box T, Ormond Beach, Fla.
(*Reputedly most healthful spot on East Coast*)

Centenary

JUNIOR COLLEGE

AN EDUCATION FOR LIVING

Fully accredited. Awards A.A. degree. College transfer, terminal and pre-professional courses. An educational program centered around the interests, abilities and objectives of each individual. Limited enrollment. Strong student leadership. Beautiful 40-acre campus. Little Theatre. All sports. Swimming pool. Social life. Inclusive fee. N.Y.C. 50 miles. Catalog & pictorial booklet.

BOX 502 HACKETTSTOWN, NEW JERSEY





HARCUM JUNIOR COLLEGE

Two-year College Courses—Academic, Art, Medical Secretarial, Music, Merchandising, Secretarial Science, Experimental Theater. Vocational guidance, practical experience, placement service. Riding and sports. Beautifully situated in a college community.

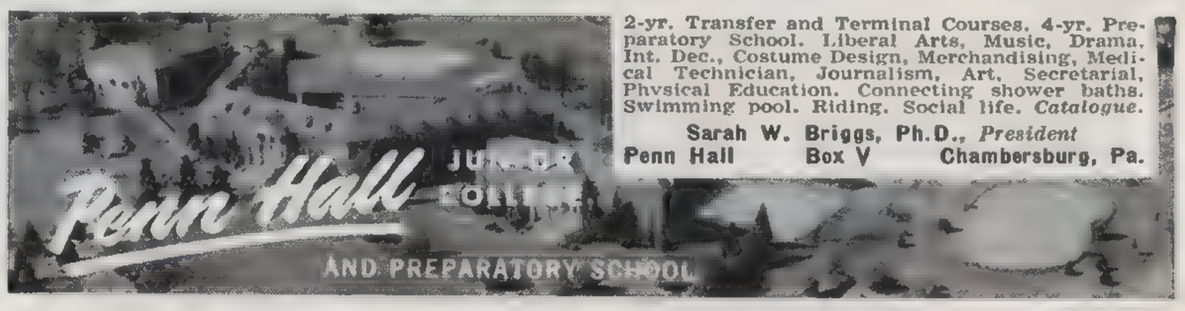
Edith Harcum, President, Box V, Bryn Mawr, Pa.



Sullins COLLEGE

Fully accredited Jr. Coll. & 2 yrs. H. S. 79th yr. Virginia traditions. Liberal Arts program. Music, Art, Secretarial, Dramatics, Speech, Radio, Home Ec., Physical Ed., Dancing. Each room has connecting bath. 327 acres, lake, indoor pool. Riding. All sports.

WRITE FOR LITERATURE • W. E. MARTIN, PH. D., PRES., BOX V, BRISTOL, VIRGINIA



2-yr. Transfer and Terminal Courses. 4-yr. Preparatory School. Liberal Arts, Music, Drama, Int. Dec., Costume Design, Merchandising, Medical Technician, Journalism, Art, Secretarial, Physical Education. Connecting shower baths. Swimming pool. Riding. Social life. *Catalogue.*

Sarah W. Briggs, Ph.D., *President*
Penn Hall Box V Chambersburg, Pa.

Girls' Schools

KINGSWOOD-CRANBROOK
Boarding, grades 9-12; day, grades 7-12. College preparatory, general courses. On Lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in art, sciences, handicrafts. Catalogue. 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

MARGARET HALL
Episcopal school for girls, primary through high school. Accredited college preparatory. Modern building, swimming pool, sports. Riding. Campus of six acres. For Catalog, and "Ave Crux," address: SISTER RACHEL, O.S.H., BOX V, VERSAILLES, KY.

MONTICELLO COLLEGE
Distinguished two-year liberal arts college for women. Also Art, Music, Drama, Homemaking, Secretarial, Sports. Riding. 112th year. Accredited. Beautiful campus near St. Louis. Dormitories sprinklered for fire protection. BOX 353V, ALTON, ILLINOIS.

FRANCES SHIMER
Accredited Jr. College. Grades 11-14. Liberal and fine arts, music, drama, home ec., typing. Small classes, limited enrollment. Sports, riding. Inclusive fee. 97th yr. Catalog. JOHN H. RUSSEL, DEAN, BOX 520, MT. CARROLL, ILL. (2 hrs. west of Chicago.)

SAN LUIS RANCH SCHOOL
For girls 8-18. College preparatory, general courses. Thorough scholastic work. Dry, sunny climate. Outdoor life and sports all winter—tennis, riding, instruction for each girl, skating, skiing. MRS. ROBERT R. POTTER, COLORADO SPRINGS, COLORADO.

RADFORD SCHOOL FOR GIRLS
Accredited college preparation in ideal year-'round climate. Open air classes in patio. Music, art, dramatics, secretaryship. Sports, riding. Not for profit. Catalog. LUCINDA DE L. TEMPLIN, PH.D., PRIN., 4500 AUSTIN TERRACE, EL PASO, TEXAS.

SANTA BARBARA
HIGH SCHOOL AND JUNIOR COLLEGE
Accredited. College Board Examinations. Music, Art, Dramatics. Small Classes. Riding. Outdoor pool.
Address: MOTHER SUPERIOR
MARYMOUNT, SANTA BARBARA, CALIFORNIA.

FERRY HALL
FERRY HALL is one of the oldest boarding schools for girls in the Middle West, with a fine modern plant. It offers accredited college preparation as well as a general course; and the campus on Lake Michigan is excellent for sports. *Catalog.*
Frances G. Wallace, *Principal*
Box 4, Lake Forest Illinois

Brownmoor
A SCHOOL IN ARIZONA
at Phoenix
A school of high standards, preparing for Eastern and Western colleges. Seventh grade through high school. Art and music an integral part of program. Outdoor sports featuring riding. Pool. Inclusive fee. *For catalogue, address:*
Mrs. Mary Atwell Moore, Director
Brownmoor School Phoenix, Arizona

Women's Colleges

SAINT MARY-OF-THE-WOODS
Accredited standard college. B.A., B.S. degrees. Music, art, commerce, journalism, home ec., teacher training, speech, radio. Spacious campus. Archery, tennis, riding. Early registration advised. Catalog. BOX 80, SAINT MARY-OF-THE-WOODS, IND.

LINDENWOOD COLLEGE
For women. A.B., B.S., B.M. degrees. Accredited. Modernized curriculum prepares for family and civic responsibilities. Counseling. Special work in music, art, radio. Sports. Near St. Louis. Catalog. F. L. MCCLUER, PH.D., BOX 450, ST. CHARLES, MO.

Maryland College FOR WOMEN

Established 1853. A.B., B.S. Degrees. Liberal Arts. Mdse., Bus. Adm., Home Ec., Dietetics, Music, Sec'l. Kind. Tr. All Sports, Riding, Sailing. Advantages nearby Baltimore, Annapolis, Washington. Enrolment 34 states. *Catalog.*
Box 2-V, Lutherville, Md.

MARYMOUNT COLLEGE
West Los Angeles 24, California
A.B., B.S. Degrees. Liberal Arts. Home Ec., Pre-Nursing, Commerce, Education, Music, Art and Apparel Merchandising. Suburban location. Resident and day students.
Foreign study:
Paris, Rome, Rio de Janeiro

Boys' Schools

HOLDERNESS
The White Mt. School for 75 boys 13-19. Thorough college preparation. Small classes. Team sports, skiing, hunting, fishing, debating, dramatics, glee club, art, crafts. 900 acres. Episcopal. REV. EDRIC A. WELD, BOX 200, PLYMOUTH, N. H.

EMERSON SCHOOL FOR BOYS
A country boarding school 50 miles from Boston. Boys 8-15. Small classes taught by men teachers. Graduates enter leading preparatory schools. Homelike surroundings. Supervised sports. Catalog. EDWARD E. EMERSON, HEADMASTER, BOX V, EXETER, N. H.

FAY SCHOOL
Distinguished as a leading pre-preparatory school since 1866. Three generations alumni. Excellent academic, home & recreational facilities. Grades II-VIII. Emphasis on character, scholarship & achievement. H. L. REINKE, HDM., BOX 115, SOUTHBORO, MASS.

THE FENN SCHOOL
CONCORD, MASSACHUSETTS
For boys ages 9-14; boarding and day pupils; a stepping stone to college preparatory work. The school life is simple, natural, well ordered.
ROGER C. FENN, HEADMASTER

RUMSEY HALL SCHOOL
FOR YOUNGER BOYS—GRADES I TO VIII
Prepares active, alert boys for leading secondary schools. Develops individual abilities. All sports. Country campus 80 miles from New York. 50th year. JOHN S. SCHERESCHEWSKY, WASHINGTON, CONN.

CHESHIRE ACADEMY
A pioneer in personal attention to the individual boy. Small classes, flexible programs, accelerated progress. College prep. Graduation Jan., June, Sept. Summer Session. Junior School. Athletics for all. A. V. SHERIFF, HEADMASTER, CHESHIRE, CONN.

MANLIUS
Accredited college preparatory and 8th grade. Military. ROTC. Ski platoon. Tutorial assistance included. All Sports. 125 acre campus. For "Tutorial Method" and catalog, address: ROBERT V. WEEKES, DIR. OF ADMISSIONS, MANLIUS SCHOOL, MANLIUS, N. Y.

FORK UNION MILITARY
Emphasis on character, personality, academic excellence. Accredited prep. for college, business. Small classes. ROTC. Highest Gov't rating. 16 bldgs. New gym. Sports. Bands. Lower school. 53rd yr. Catalog. DR. J. C. WICKER, BOX 902, FORK UNION, VA.

AUGUSTA MILITARY
"Take it to the Big Boy." Distinguished ROTC school. Boys 8-18. Junior and Senior schools. Accredited. All sports, including lacrosse, fencing. Large pool, gym. 1400-acre campus. 87th year. Rate $1000. Catalog. COL. C. S. ROLLER, BOX V, FORT DEFIANCE, VA.

FISHBURNE MILITARY
Accredited college preparatory emphasizing academic excellence. 71st session. All sports, social program. Individual guidance. War Department R.O.T.C. Highest gov't rating. Catalog and viewbook. COL. MORGAN H. HUDGINS, BOX V, WAYNESBORO, VA.

STAUNTON MILITARY ACADEMY
- ★ Distinguished academic record.
- ★ Successfully prepares for college.
- ★ Fully accredited. Business courses available. Thorough military training develops poise, self-reliance. ROTC unit. Army's highest rating. Complete athletic program.
- ★ Superior health record. Separate Jr. School. 6th, 7th & 8th grades.
- ★ Cat.: Supt., Box V-2, Staunton, Va.



VALLEY FORGE
"At the Nation's Shrine"
Military Academy
Your boy trained for responsible leadership. Graduates in over 100 colleges. Personalized instruction by faculty of specialists. College preparatory and Junior College, ages 12-20. Reading and Speech Clinics. All varsity sports. Thirty-two modern fireproof buildings, two gymnasiums. Motorized Field Artillery, Cavalry, Infantry, Band and Senior ROTC. *Catalog.*
Box H, Wayne, Pa.



EDUCATIONAL TROUBLE SHOOTERS
Individualized Plan—Each Student a Class
For those with educational problems—successful college preparation and general education. **Our tests discover causes of difficulties** and we (1) devise individualized program to overcome difficulties; (2) make up lost time; (3) instill confidence; (4) teach effectively the art of concentration and the science of study.
Faculty 12; Enrollment 30; 43 years' experience
Write Edward R. Knight, Ph.D., Headmaster
OXFORD ACADEMY Box K-95, Pleasantville, N. J.

Boys' Schools

ADM. FARRAGUT ACADEMIES
Fully accredited college preparatory with naval training. Two separate schools: Toms River, N. J.; St. Petersburg, Fla. Jr. school. Highest Navy Dept. rating. Sports, boats, bands. Specify catalog. ADM. FARRAGUT ACAD., BOX V, TOMS RIVER, N. J.

KENTUCKY MIL. INSTITUTE
A school with a winter home at Venice, Florida. Preparation for college under ideal climatic conditions all year. Oldest private Military School in America. For illustrated catalog & "Why Florida", address: COL. C. B. RICHMOND, PRES., BOX V, LYNDON, KY.

RIVERSIDE MILITARY ACAD.
Outstanding record. R.O.T.C. Winter at Hollywood-by-the-Sea, Fla. Junior College. All athletics. Separate school younger boys. Progress guaranteed. All-inclusive fee. For illustrated catalog, address GEN. SANDY BEAVER, PRES., BOX 902-V, GAINESVILLE, GA.

THE BAYLOR SCHOOL
Accredited scholarship. College prep since 1893. Boys 12-18. Semi-military. Endowed awards. Ideal location, modern facilities. New gym. Championship athletics. Fine summer camp, boys 8-15. Catalog. 112 CHEROKEE ROAD, CHATTANOOGA, TENN.

CULVER MILITARY ACADEMY
Thorough college preparation. Emphasis on physical, intellectual, moral stamina. Understanding guidance. Exceptional facilities. 1000 acres on Lake Maxinkuckee. All sports. Leadership training. Senior ROTC. Band. Catalog. 210 PERSHING RD., CULVER, IND.

MORGAN PARK MILITARY
Complete development of every boy. Fully accredited college prep. High academic standards. ROTC. Sports. 15 miles from Chicago's advantages. Lower School. 77th year. Catalog. DIRECTOR OF ADMISSIONS, BOX 620, MORGAN PARK, CHICAGO 43, ILL.

ST. JOHN'S MILITARY
Accredited college prep in heart of Wisconsin's land o' lakes. Grades 7-12. Near Chicago. Balanced program. Excellent faculty. Riding, golf, sailing. Winter sports. Flying. Summer session. 66th yr. Catalog. 920 DE KOVEN HALL, DELAFIELD, WIS.

NORTHWESTERN
MILITARY AND NAVAL ACADEMY
Builds character while preparing for college. Accredited. Small classes. Daily tutorial period. ROTC. Sports. 75 mi. Chicago. Summer camp. Catalog. 42 LAKE SHORE RD., LAKE GENEVA, WIS.

THOMAS JEFFERSON SCHOOL
Teaches practical democracy. Limited to 35 boys headed for college. Beautiful suburban campus. Faculty hold degrees from Harvard, Yale, Cambridge. Sports. Non-profit. Accredited. Catalog. ROBIN V. MCCOY, M.A., ST. LOUIS 23, MO.

Special Schools

THE BROWN SCHOOLS
Special attention given to educational & emotional difficulties. Four units. Full time Psychologist. Registered nurses. Pool. Fireproof building. Ranch. Camp. PAUL L. WHITE, M.D., F.A.P.A., MEDICAL DIR. BERT V. BROWN, DIR., BOX 4008, AUSTIN, TEXAS.

THE MARY POGUE SCHOOL
For the exceptional child, special training in academics, speech, music, individual social adjustment, occupational and physical therapy programs. Separate buildings for boys and girls. Catalog.
46 GENEVA ROAD, WHEATON, ILL. (near Chicago).

THE MANOR SCHOOL
FOR BOYS, INC.
Social adjustment and academic training for mentally handicapped boys. Pre-school through elementary grades. Cultured home atmosphere. Group of thirty.
BOX 351, JONESVILLE, MICHIGAN

THE WOODS SCHOOLS
For Exceptional Children Three Separate Schools
Girls Little Folks Boys
Camp with Tutoring
BOX 169, LANGHORNE, PA.
MOLLIE WOODS HARE, PRINCIPAL

THE BANCROFT SCHOOL
Established 1883. Individual training for exceptional children who need special understanding. Year-round. School season in Haddonfield; summer months in Maine. Medical and psychiatric supervision. Catalogue. JENZIA COOLEY, PRIN., BOX 345, HADDONFIELD, N.J.

ERIC BOWDITCH
HOSPITAL SCHOOL
Specializing in the education and development of children with epileptic or psychological disorders. Grades 1-12. Coed. State licensed. Est. 1937. HENRY L. BOWDITCH, M.D., RUXTON, BALTIMORE 4, MD.

The telephone number for Vogue's School Bureau is LExington 2-7500

Teacher Training

NATIONAL COLLEGE OF ED.
Thorough Preparation for Teaching Nursery School, Kindergarten, Primary and Upper Elementary Grades. Professional School with College Atmosphere. September, February, June and July terms.
BOX 02B, EVANSTON, ILL.

Drama, Radio, Television

FEAGIN DRAMATIC SCHOOL
STAGE—SCREEN—RADIO—TELEVISION
35th year. Public appearances. Courses in Diction. Public Speaking. Poise. Vet Approval. Day & Eve. Feb. Term. Also Teen-Age & Children's Dpts. Cat. V.
ROCKEFELLER CENTER, 630 5TH AVE., N. Y. C.

FRANCES ROBINSON-DUFF
FAMOUS AS "A TEACHER OF STARS"
Prepares you for a professional career in 9 months. Stage, Screen, Radio, Television. Enroll now. Private instruction. Bklt. V.
235 EAST 62ND STREET, N. Y. 21. RH 4-7900.

AMERICAN ACADEMY OF DRAMATIC ARTS
Foremost institution for Dramatic Training. Essential preparation for Theatre, Radio, Television, Teaching, & Directing. ROOM 251, CARNEGIE HALL, N. Y. 19

PASADENA PLAYHOUSE
THEATRE COLLEGE
Television. Stage. Screen. Radio. Degrees in acting, directing, design, writing, theatre administration. Today write General Manager.
36 S. EL MOLINO, PASADENA 1, CALIF.

RADIO

NATIONAL ACADEMY OF BROADCASTING
3338 16th St. N.W., Washington, D.C.
STUDY: Radio Speech, Writing, Acting, Production

Retailing

TOBÉ-COBURN
SCHOOL FOR FASHION CAREERS
Learn styling, merchandising, advertising from fashion experts. One Year Course for college girls. Two Year Course for high school graduates. Store work with pay. Catalog V. ONE WEST 57 ST., NEW YORK 19.

CHAMBERLAIN
A PROFESSIONAL SCHOOL OF RETAILING
Merchandising, promotion, personnel, fashion copy, display. 2-year course for college age girls. Training in Boston stores. Residence clubs. MURIEL V. COX, 739 BOYLSTON ST., BOSTON 16, MASS.

RESEARCH BUREAU
FOR RETAIL TRAINING
One-year course prepares college grads for executive jobs in buying, advtg., fashion, personnel. Store experience with pay. Master's degree. Coed. BULLETIN V, UNIVERSITY OF PITTSBURGH, PITTSBURGH 13, PA.

FASHION CAREERS
Train for interesting jobs in buying, fashion reporting, etc., in school equipped like dept. store. 1-year course for girls with one or more years of college. 2-year course for high school graduates includes liberal arts. Both courses include supervised store work with salary.
Ask for Catalog V and Graduates' Job List.
LABORATORY INSTITUTE OF MERCHANDISING
45 West 34th Street New York 1

TRAIN FOR Executive Careers in RETAILING
ADVERTISING BUYING PERSONNEL FASHION DECORATING MANAGEMENT or TEACHING
Attractive, responsible positions await women and men graduates of foremost School of Retailing. One-year graduate program leading to Master's degree combines practical instruction, market contacts, and supervised experience—with pay—in leading New York stores.
Special programs for bachelor's-degree candidates and for non-degree students.
Request Bulletin VR
NEW YORK UNIVERSITY
School of Retailing
100 Washington Sq., New York 3, N. Y.

Fine & Applied Arts

JAMESINE FRANKLIN
SCHOOL OF PROFESSIONAL ARTS, INC.

Advertising Design, Fashion Illustration. Interior Architecture and Design. Painting, Illustration. For booklet telephone PLaza 5-3839, or write PENTHOUSE B, 460 PARK AVE., NEW YORK 22, N.Y.

PRATT INSTITUTE
THE ART SCHOOL

Degree Courses—Architecture, Art Education. Certificate Courses—Advertising Design, Illustration, Industrial Design, Interior Design, Textile Design. JAMES C. BOUDREAU, DEAN, BROOKLYN 5, N. Y.

CENTRAL PARK SCHOOL

of Art. Intensive training. Certificate Courses Commercial Art & Fashion Illustration. Special Portrait-beginners. Color Course. Personalized Instruction. Catalog V. ARTHUR BLACK, DIRECTOR, STUDIO 2, 58 W. 57TH ST., NEW YORK 19. CO 5-8708.

NEW YORK—PHOENIX
SCHOOL OF DESIGN

Intensive training for careers in Fashion and Story Illustration; Advertising Art; Textile Design; Airbrush; Fine Arts. Midyear Term. Catalog V. 160 LEXINGTON AVE. (cor. 30th). N. Y. 16. MU 5-2973.

PRINCESS OBOLENSKY'S CLASSES

Fashion Careers in Design-Styling-Retailing-Modeling. 12 month course—4 months Paris. All advantages. New York Residence—7 E. 96 ST. AT 5TH. AT 9-1910.

NEW YORK SCHOOL OF INTERIOR DECORATION

FOUR MONTHS' PRACTICAL COURSE
TWO YEARS' INTERIOR DESIGN
Starts February 1st

Faculty of leading N. Y. decorators. Period and modern styles, color schemes, all fundamentals. *Send for Catalog R*

HOME STUDY COURSE starts at once. Same training for those who cannot come to New York. *Send for Catalog C*

515 Madison Avenue, New York 22, N. Y.



PREPARE FOR GREATER-THAN-EVER OPPORTUNITIES IN THE FASHION WORLD

Choose the career that offers stimulating work and top salary and choose the school that assures you of the finest, most modern fashion training. Under the personal direction of EMIL ALVIN HARTMAN, America's Foremost Fashion Instructor and Style Authority. Individual analysis and planning of your studies to fit you for your proper place in this all-important profession. Fashion Design—Design for Stage and Screen—Styling—Buying—Merchandising—Pattern Drafting, Cutting—Draping—Fashion Illustration. Request School Book 5. Early registration is necessary to gain admission to resident school for Winter and Spring classes.

fashion academy
School of Famous Graduates
812 Fifth Ave. (62nd) New York 21, N. Y.

Please send me book "Fashion Career Courses"
Resident School Book 5☐ Home Study Book 5H☐
Name .....
Address .....

Fine & Applied Arts

ELIZABETH KARDOS
FASHION INSTITUTE, INC.

Est. 1910. Practical Courses in Sketching, Pattern Making, Draping, Tailoring, Dressmaking, Millinery. Approved for Veterans. Write for Catalogue. 1375 EUCLID AVE., CLEVELAND 15, OHIO.

MOORE INSTITUTE OF ART
SCHOOL OF DESIGN FOR WOMEN

105th yr. Textile design, commercial illustration, advtg. art, art education, fashion design, fashion illustration, painting, interior decoration. Degrees. Residences. Catalog. 1340 N. BROAD ST., PHILA., PA.

AD-ART STUDIO SCHOOL

Practical Commercial Art and Fashion Illustration exclusively. Intensive 2-yr. diploma course. Professional artist instructors. G.I. approved. Limited enrolment. Free placement. 23rd year. Catalog. E. V. HUTTON, DIR., BESSEMER BLDG., PITTSBURGH 22, PA.

ART INSTITUTE OF PITTSBURGH

Unusual placement service obtains positions for graduates, many student-commissions. Diploma courses—18 months—in advertising illustration, fashion art, dress design and interior decoration. Advanced illustration for postgraduates. Practical individual instruction. Own 8-floor building. 29th year. Catalog V. **Willis Shook, Director.**
635 Smithfield St. Pittsburgh 22, Pa.

PARSONS School of Design

Three year courses in Costume Design and Illustration; Interior Design; Advertising Design and Flat Design; Teacher Training. Special B.S. Degree Course. Saturday classes for adults and children. Catalogues on request.
Box V, 136 East 57 Street, New York 22, N. Y.

chic school

DRESS PATTERN DESIGNING
Costume Sketching
Garment Construction
Patternmaking
GRADING • DRAPING
Individual Instruction.
Co-ed. Spring Term, Feb. 13.
Day-Eve. Request Bklt. G.
229 W. 36th St., N. Y. 18

JEAN MORGAN SCHOOL OF ART, INC.

Courses offered: Fashion Illustration, Costume Design, Textile Design, General Illustration, Advertising Art. Enroll any time.
Telephone: CI 6-0042
Henry Hudson Hotel
353 West 57th St. New York 19

Whitman School
INTERIOR DECORATION and DESIGN

INTERIOR DESIGN AND DECORATION
Window Display • Upholstery • Drapery Making
Licensed by the University of the State of N. Y.
Classes Now Forming—Morning, Afternoon, Eve.
170 RIVERSIDE DRIVE, AT 89th STREET
New York 24, N. Y. TRafalgar 3-1200

TRAPHAGEN SCHOOL OF FASHION *FOR RESULTS*

TRAINING HERE PAYS LIFE DIVIDENDS
Intensive Spring, Summer and Fall Courses
Top honors 26 years. Professional methods in **every branch of Fashion and Interior Decor.** Beginners or advanced students. Regents' Credits. **REGISTER NOW! Day & Eve.** Our Graduates in Demand! Sales Dept. Free placement Bureau. Send for Cir. 1. Phone CO 5-2077.
TRAPHAGEN, 1680 Broadway (52nd) N. Y. 19

McDOWELL SCHOOL

Specialists
in Fashion Training
since 1876
Catalogue on Request
73 West 45th St., New York 19, N. Y.
Telephone: LUxemburg 2-1366

Fine & Applied Arts

WESLEYAN CONSERVATORY
and School of Fine Arts (Wesleyan College)

4-yr. courses. B. Mus.: piano, violin, organ, voice. B. F. A.: painting, ceramics, sculpture, fash. ill., dress design; acting, radio. Coed. Catalog. DORIS O. JELKS, DEAN, 451-V, COLLEGE ST., MACON, GA.

ABBOTT ART SCHOOL

25th year. Fine and commercial art. Advtg., Fashion Illustration. Design for Textiles. Interior Design. Life, Water Color. Credits transferable. GI-approved. Catalog. ANNE F. ABBOTT, BOX V, 2013 EYE ST., N.W., WASHINGTON 6, D. C.

MAGDA SCHOOL
DRESS DESIGN AND MILLINERY

A leading school in Washington for dress design and millinery. Small classes. Students are often asked to appear in fashion shows displaying their creations. 1735 EYE STREET, N.W., WASHINGTON, D. C.

N. E. SCHOOL OF ART

New 2-color visual presentation showing school in action features Fashion Design—Illustration—Advertising Design—Interior Decoration and Industrial Design. 28th year. For details see catalog V-50. 674 COMMONWEALTH AVE., BOSTON, MASS.

Modern School

- RETAILING with Field Work
- COSTUME DESIGN
- INTERIOR DESIGN and DECORATION
- FASHION ILLUSTRATION
- ADVERTISING ART and Copywriting

Licensed by Com. of Mass. Dept. of Education
Directors: Carolyn L. Dewing; Donald S. Feeley
Box 51, 687 Boylston St., Boston 16, Mass.

NATIONAL ART SCHOOL

Professional instruction in every branch of art. For 36 years graduates have been making notable successes. Catalog upon request.
2041 Massachusetts Ave., N.W., Washington, D. C.

RINEHART SCHOOL OF SCULPTURE
FOUNDED 1896
SIDNEY WAUGH, Director
CECIL HOWARD, Visiting Critic

Professional training in sculpture. Liberal scholarships. B.F.A. degree in co-operation with Maryland Institute. Write: Rinehart School, Maryland Institute, Mt. Royal Ave., Baltimore, Maryland.

RAY-VOGUE

(No connection with Vogue Magazine)
Fashion Merchandising, Buying, Modeling, Dress Design, Pattern-making, Millinery, Fashion Illustration, Commercial Art, Advertising, Photography, Window Display, Individual advancement. Coeducational. Attractive girls' residence. G.I. approved. Entrance March 6 and April 4. DEPT. V-2. 116 SO. MICHIGAN BOULEVARD, CHICAGO 3

Fine & Applied Arts

THE ART INSTITUTE
OF CHICAGO

Summer School. Landscape, figure, portrait painting. Advertising, Dress Design, Interior Decoration. Teacher Training. Term begins June 26, 1950. Catalog. BOX 7, MICH. AVE. AT ADAMS, CHICAGO 3, ILL.

AMERICAN ACADEMY OF ART

Practical courses in all branches of Commercial and Fine Art. Faculty with international reputations. Enroll now. FRANK H. YOUNG, DIRECTOR, DEPT. 620, 25 E. JACKSON BLVD., CHICAGO 4, ILLINOIS.

LAYTON SCHOOL OF ART

Thorough training in Painting, Illustration, Photography, Fashion Illus., Design—Advertising, Dress, Indus., Interior. Faculty of professional artists. 30th yr. Winter, Spring, Summer Terms. Catalog. DEPT. 620, 758 N. JEFFERSON ST., MILWAUKEE 2, WIS.

HADE SCHOOL
OF FASHION DESIGN

Professional Courses: Fashion, Costume, and Dress Designing. Millinery Designing. Interior Designing. Catalog V. Write: LUCILLE C. HADE, DIRECTOR, 840 N. 3RD ST., MILWAUKEE 3, WISCONSIN.

MEINZINGER ART SCHOOL

Develops native ability in fine and vocational art. Professional courses in Illustration, Layout, Lettering, Design, Fashion, Photo Retouching, Portraiture, etc. Accommodations obtained. GI approved. Catalog. DEPT. 2, 12 E. HANCOCK, DETROIT 1, MICH.

THE ST. LOUIS SCHOOL

Of Fine Arts. Professional training in Fine and Commercial Art leading to B.F.A. degree. College subjects. Students live on University campus. For catalog, address: KENNETH V. HUDSON, DEAN, ROOM 80, WASHINGTON UNIVERSITY, ST. LOUIS, MO.

HOLLYWOOD
ART CENTER SCHOOL

Approved for veterans. Costume Design, Fashion Illust., Com'l Art, Int. Decor., Ceramics, Cartoon. Dormitory for women. Enroll now. HENRY LOVINS, DIR., 1905 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF.

CHICAGO ACADEMY of FINE ARTS
Founded 1902

DIRECT PROJECT TRAINING
Dress Design • Fashion Illustration • Interior Decoration • Cartooning
Art Essentials • Commercial Art
Illustration • Drawing • Painting.
Day, Eve., Sat. and Sun. Classes.
Write for free Catalog
18 S. MICHIGAN AVE., CHICAGO 3, ILLINOIS

Finishing School

Powers School

For Poise and Self-Assurance

Individually planned courses for girls and women of all ages wishing to develop their natural loveliness. A staff trained by John Robert Powers instructs in grooming, posture, figure control, styling, make-down, speech and walking. Completely private daytime instruction. Delightful evening groups. Special short-term, budget-wise courses conveniently arranged. Residences recommended.
Special Courses for Teen Agers
Write Mary Vail, POWERS SCHOOL
247 Park Avenue, New York 17, N.Y.

Fashion Modeling



FASHION AND PHOTOGRAPHIC MODELING

• *A distinctive career for attractive girls* •
Prepare for today's superior opportunities in modeling for photographers, in exclusive shops, showrooms and fashion shows.
FREE PLACEMENT SERVICE • DAY-EVE. SESSIONS
ILLUSTRATED CATALOGUE A ON REQUEST
Helen Fraser, *Director*
BARBIZON STUDIO OF MODELING
576 FIFTH AVENUE, N. Y. 19, N. Y.



NOW—BE A MODEL...or LOOK LIKE A MODEL!

America's largest finishing schools and casting agencies for models and career girls! Professional courses in fashion modeling, television, photography, movies, slide films. Special courses in charm, beauty, poise for career girls. Also 12-week course available for study at home. Mail coupon for details.

Patricia Stevens Inc.

Nat'l Hdqtrs., Chicago. Franchise Branches: Philadelphia, Minneapolis, Dallas, St. Louis, Hollywood, Detroit, Kansas City, Mo., Milwaukee, Indianapolis, Cincinnati.

PATRICIA STEVENS, Inc., Dept. V21, 30 W. Washington St., Chicago 2, Ill.
Send full information. I am interested in (check one)
☐ Resident Training ☐ Home Study
Name_____
Address_____
City_____ State_____

Music

CINCINNATI CONSERVATORY
OF MUSIC

Est. 1867. Affiliated with University of Cincinnati. Complete school of music. Degrees, diplomas, certificates. Dormitories, 10-acre campus. Address REGISTRAR, DEPT. E. M., CINCINNATI 19, OHIO.

Medical Assistants

EASTERN SCHOOL
FOR PHYSICIANS' AIDES

Medical Assistants, X-ray or Laboratory Technicians, trained by Physicians for Physicians. Coed. Est. 1936. N. Y. State Licensed. Spring Term, Feb. 13. Write for free Catalog V: 667 MADISON AVE., NEW YORK 21.

Airline Hostess Schools

McCONNELL SCHOOLS
1000 GRADUATES NOW FLYING

Train for major airlines. Req. 1 yr. Col., R.N., or Bus. Ex., Single, 21-28. Even Teeth. Good Vision. 5'2"-5'8". Catalog. McCONNELL SCHOOLS, RM. V-20, 1030 NICOLLET, MINNEAPOLIS 2, MINN.

Secretarial & Business

THE MOON SCHOOL

Secretarial, Personality Development Course for high school graduates develops poise, prepares for good positions. 6, 8, 10 months. Short courses for college women. Placement. 50th yr. Ask for catalog V. MRS. WM. T. MOON, 521 FIFTH AVE., N. Y. C. 17.

KATHARINE GIBBS

Outstanding secretarial training for high school, private school grads, college women. Resident facilities. Catalog: ASSOC. PRIN., 90 MARLBOROUGH ST., BOSTON 16; 51 E. SUPERIOR ST., CHICAGO 11; 230 PARK AVE., N.Y.C. 17; 155 ANGELL ST., PROVIDENCE 6.

EASTMAN SCHOOL

E. C. Gaines, A. B., Pres. Secretarial and Accounting courses. Also Spanish Stenography, International Trade. Registered by Regents. Day and Evening. Established 1853. Bulletin on Request. 441 LEXINGTON AVE., N. Y. (44 ST.) MU 2-3527.

WALSH SCHOOL
OF BUSINESS SCIENCE

Secretarial Business Administration Stenographic
Higher Accounting Machine Shorthand
Accredited Amer. Assn. Com. Colleges. G.I. approved. MRS. J. A. DUNN, 139 N.E. FIRST ST., MIAMI, FLA.

MINNESOTA
SCHOOL OF BUSINESS

Select private school, est. 1877. 1, 2 year courses: Secretarial, Stenograph, Court Reporting, Bus. Admin., Sales. Residence. Cultural activities. Placement. Ask for Bulletin B, 24 S. 7TH ST., MINNEAPOLIS.

GRACE BALL SCHOOL
SAN FRANCISCO BY THE GOLDEN GATE

Secretarial and Business courses for high school graduates and college women. Effective Placement Service. Ask for catalogue: Registration Secretary. 58 SUTTER STREET, SAN FRANCISCO 4, CALIF.

LATIN AMERICAN INSTITUTE

DIPLOMATIC SCHOOL Preparation for Foreign Service, international administration, **PUBLIC RELATIONS,** personnel management.
FOREIGN COMMERCE SCHOOL Export, traffic management, complete secretarial training in English, Spanish, Portuguese, French. Degrees. Residence. Catalogue.
NEW YORK 21 990 Park Ave. ◆ **CHICAGO 11** 716 N. Rush St. ◆ **LOS ANGELES 14** 650 S. Grand Ave.

Hotel Training

Hotels Call for Trained Women

Record-breaking travel means nation-wide opportunities and a sound, substantial future for trained women in hotels, clubs, inns, apartment hotels and restaurants. Fascinating field, fine living; quick advancement. You can qualify at home, in leisure time. Previous experience proved unnecessary. Lewis National Placement Service FREE of extra charge. Write for FREE book. 34th Year.

Course approved for Veterans' Training.
LEWIS HOTEL TRAINING SCHOOL
Room SB-6212 Washington 7, D. C.

There is always a demand for trained people in every field of work. Listed on these pages are many good schools offering courses to meet both present and future needs . . . prepare now if you look forward to a career. For further advice, write to VOGUE.











Angelique Baby Blanket

—imported from BELGIUM

Wrap your angel in a soft, fluffy ANGELIQUE. Designed for crib, carriage or use when carrying baby. It assures warmth without weight. Made of 100% virgin wool, 42" x 60", in these lovely flower shades:

FORGET-ME-NOT BLUE EARLY SPRING GREEN CYCLAMEN CARNATION

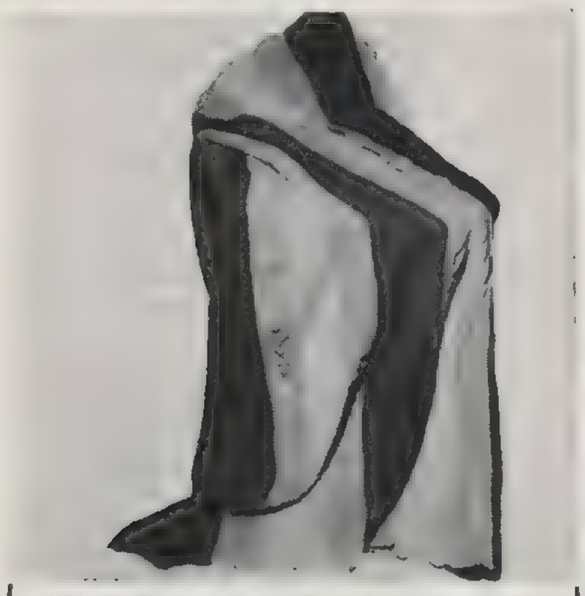
Bound on all four sides in wide satin, for lasting wear. The perfect Valentine gift, beautifully boxed.

$12.95 postpaid—Sorry no C.O.D.'s

Designed by MANTA, BELGIUM exclusively for

HENRI MORRIS INCORPORATED 711 Fourteenth St., N.W. Washington 5, D. C.

Phone: District 6545



Modern Heirloom

Beautiful hand-knitted afghan, perfectly made of finest Germantown yarns. A real treasure to give anyone who appreciates fine things. Perfect gift for the bride, for Mother—or even for Dad. Pictured, a true heirloom in rose, green, rust, brown, orchid, blue or gold. 72" x 66"—**$165.00** *postpaid.* Others, same size, priced *from* **$85.00.** *Detailed folder sent upon request.*

No COD's please

YARN SHOP

Eleanora A. Smith

188 Morgan Street Tonawanda, N. Y.





ZIRCON BRACELET

brilliant as sunlight

Beautiful radiance in all its delicate femininity. Sparkling, fiery, white Zircon gems, all deftly set in a fine, flexible bracelet. Complete with double lock and chain. Reduced from **$100** to **$65** for limited time only! Price includes fed. tax.

Mail Orders? Gladly! Write for catalog V

GEMS THAT EXCEL ZIRCONS BY RAPPHEL U. S. Pat. Reg. Applied for

RAPPHEL Jewelers

47 West 57 St., New York 19, N.Y.

The glove you'll love

MONEY MITT



Newest, neatest glove trick! A zipped pocket in the left-glove palm wherein to carry loose change, keys or shopping notes. Avoid mad fumbling through your purse, awkward shifting of armfuls of packages, impatient glares from bus drivers and fellow passengers. Once you've worn the Money Mitt, you'll wonder you ever lived without it. Gloves are smart, classic double-woven cotton slip-ons. Regular glove sizes. Black, Brown, Beige, White. By mail only. $3.75 per pair, postpaid.

Check or M. O. No COD's please. Add 2% sales tax for NYC deliveries.

DEPARTMENT M

unusualties inc.

17 e 48th st • new york 17

It Takes Expert Care To Wave

"BABY HAIR"

Thermo-Wave Permanents

Mars of the St. Regis

55th St. & 5th Ave. • EL 5-1187

You'll Love This!



Blouse-Skirt— and Slack Tender



As new as anything can be—Keeps your blouse inside your skirt. It won't let the skirt turn or "walk around"—and for sport wear (blouses and slacks) it's worth its weight in gold.

Construction is such that it does all these things perfectly. You can reach—dance—hang by your hands—bowl—play golf, etc., and your blouse stays put.

PLUS FEATURES

Washable—as comfortable to wear as any undergarment. Off and on in a jiffy—so you can wear with all your outfits. Invisible when being worn. Does not create heat—improves posture—slenderizes waistline. Don't worry about size—you cut it to fit you.

Satisfaction Guaranteed
Your money back if not fully satisfied.
Only $1.50 postpaid—no C. O. D.'s.

Makes an appreciated and practical gift.

SHRELL PRODUCTS

608 So. Dearborn St., Dept. V-2
Chicago 5, Ill.

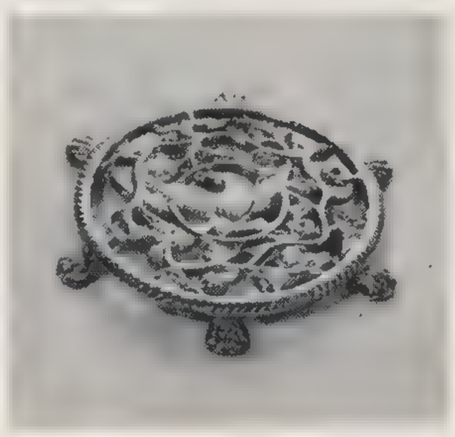
SHOP



FROM DOWN EAST, a box full of New England: 2½ lbs. aged Cheddar cheese, 1 qt. maple syrup, 11 oz. jug of honey, 10 oz. jug of homemade garlic-herb vinegar, 3 assorted homemade jellies, 11 oz. box maple butternut fudge; $9.75. Dewey Corp., Quechee, Vt.



COLLECTION STARTER, this old-fashioned brass trivet; among its uses, protecting table tops from hot dishes, teapots, potted plants. 5½" in diameter. $2.75 ppd. Jenifer House, New Marlboro Stage, Great Barrington, Mass.



FOR THE RECORDS. A two volume recorded chronicle of the events leading up to World War II, and of the war's progress to Pearl Harbor. $35.49. LP album, $24.85. *Prelude to Pearl Harbor.* Liberty Music Shop, 450 Madison Ave.



HOUND

. . . friend of the people.



CUSTOM-TAILORED beauty course, for you to take at home. *Beauty Basic* book helps you determine your beauty needs, and the follow-up course is based on your own self-analysis. "Vitalator" the only equipment needed. Beauty Basic Program, $19.50 complete. B. Altman.



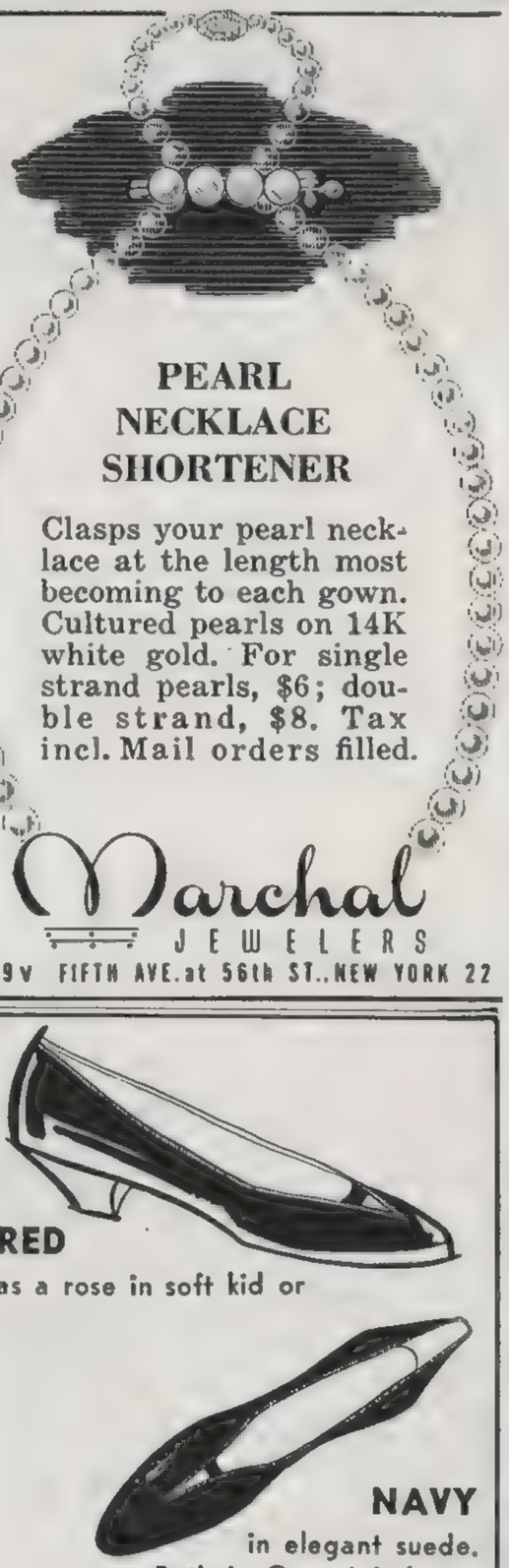
BERMUDIANA. You can order this Bermuda bag in almost any colour, $12.75, tax inc., or have it made to order from ¼ yard of your own fabric; $8.75, monogram, $2.50, ppd. Cedar handle. Blue Heaven Gifts, Lowell, Mass.

MIEHLMANN



AN OUNCE OF PREVENTION. Lightweight plastic case (the cover, a shower cap) holds four plastic nonbreakable bottles, two jars; proof against suitcase havoc en route. "Flatter Pax" by Irice, $7.30 tax inc. Bergdorf Goodman.





PEARL NECKLACE SHORTENER

Clasps your pearl necklace at the length most becoming to each gown. Cultured pearls on 14K white gold. For single strand pearls, $6; double strand, $8. Tax incl. Mail orders filled.

Marchal
JEWELERS
719 V FIFTH AVE. at 56th ST., NEW YORK 22



SAKS FIFTH AVENUE
New York

Outmoded and Broken Jewelry Wanted

Nationally advertised, bonded dealer will pay you attractive prices for your broken jewelry, eye glasses, dental gold, diamonds, sterling, coins, jewelry estates, watches, etc.

All transactions confidential with remittances forwarded same day shipment is received. Your entire satisfaction guaranteed . . . *Send your articles today or request a free shipping container. No obligation.*

The Lewis Company
Locust Bldg., Box 360 Dept. V
SAINT LOUIS 1, MISSOURI
Reference: Dun & Bradstreet



Signs of the Zodiac

Be the first to wear this excitingly different 14-K gold plated jewelry! Beautifully finished, smartly styled for your casual or dress moods.

Bracelet $2.50
Drop Earrings $2.50
when ordered as set .. $4.50

Prices include tax & postage
No C.O.D.'s please!
When ordering, specify birth date.

flair INC. 420 Lincoln Road
Miami Beach 39, Florida

RED
as a rose in soft kid or

NAVY
in elegant suede.
Both in Capezio's latest

MINUETS

the sensational shell pump slender as a pipe on the very new underslung heel. 1⅜ inch heel, so becoming. Narrow throat hugs the foot. State size, color. $11.85

Postpaid in U.S.A. No C.O.D.'s please.

Merrygall House
NEW MILFORD, CONNECTICUT

New Life to
SUEDE
COATS • JACKETS
SUEDE TRIMMED APPAREL
CLEANED • REDYED • PROCESSED
HANDBAGS
ALLIGATOR • LEATHER
GLAZED • DYED • RENEWED
REPAIRED • RELINED
ALL LEATHER GLOVES
PROCESSED $1.00 PER PAIR
MINIMUM 3 PAIRS

Leathercraft Process* OF AMERICA INC.
1052 FIRST AVENUE
AT 57TH STREET
NEW YORK 22, N.Y.
DELIVERY SERVICE IN MANHATTAN
TEL. MU 8-2030
Mail Orders Dept. 702

* Trade Mark Reg. U. S. Pat. Off.
© 1949 Leathercraft Process of America Inc.

Grandmother's or Mother's Umbrella Handle... An Heirloom, Perhaps?



Send it to us

We'll Fashion It Into A Brand New Umbrella

Send us only the handle or the complete old umbrella. We'll attach the handle to a new 16-ribbed rod frame with Nylon cover and matching silver or gold-finished tips. Result? You'll have a fashionable, priceless umbrella.

APPROXIMATE COST IS **$10**

Damaged Handles Repaired At Slight Extra Cost.

REPAIRS • RECOVERS • CASES

Pete Walker's UMBRELLA SHOP

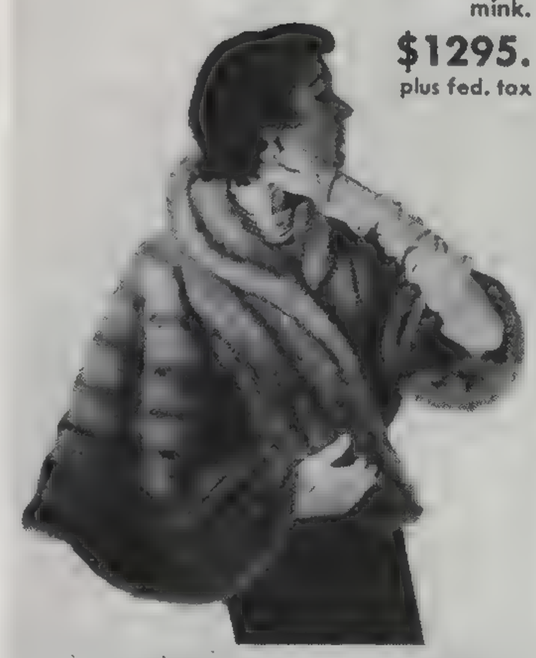
P. O. BOX 183 GASTONIA, NORTH CAROLINA

Benn Mandel

Famous for Mink

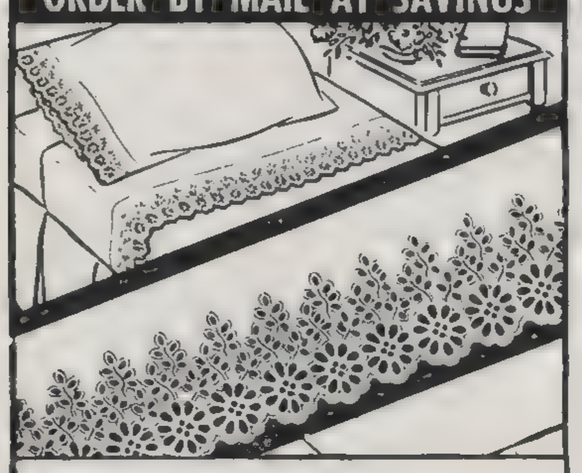
Our new cuffed cape of silverblu mink.

$1295. plus fed. tax



370 SEVENTH AVE., N. Y.
at 31 Street next to Penn Station
7th Floor LO 5-2880

ORDER BY MAIL AT SAVINGS



Embroidered EDGING
Swiss-type eyelet borders
of fine Pima Batiste, only **65¢** Yd.

Glamorizes linens, curtains, pinafores, dresses. In powder blue, lemon, peach, white. Launders beautifully. 4" wide. By the yard or in ten yard bolts, 65¢ yard.

Send 25¢ for wonderful catalogue of fine fabrics for home sewing. Real swatches of fashion and household fabrics. Quick, convenient, economical! Buy at home and save!

PRISCILLA TEXTILE CO.
570 - 7th Ave., New York, N. Y. Dept. VG

CUT OUT AND BUY DIRECT VIA MAIL

SEND PENNY POSTAL TODAY FOR Free Booklet! V

TALL GALS



Career $16.95

Sizes 8½ to 12, add $1



Black, navy or tan calf.
White suede with tan calf.

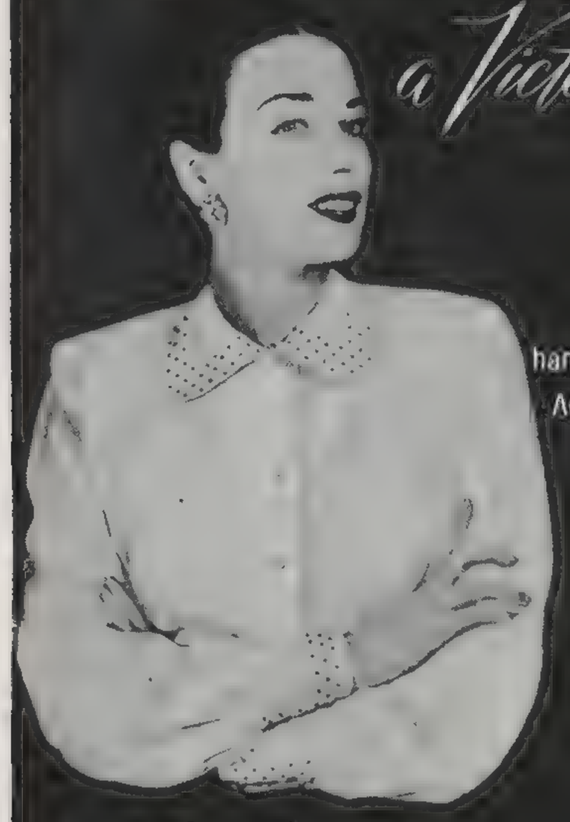
SHOECRAFT nationally famed Fifth Avenue shoes are chosen by style-and-quality minded 'Tall Gals'. Perfect fit means better wear. A trial convinces. Get your copy of our FREE BOOKLET V TODAY Smart styles! All sizes! Any pair sent on a 10 day money-back guarantee if unworn. Prompt REFUNDS. When ordering send check or money-order Charge accounts invited. SHOECRAFT shoes are sold direct ONLY

TALL GALS STOCKINGS $1.95 pr. Extra, Extra Long (35-38 inches) All Nylon. . . . Sizes 10½ to 12. Black Magic, Light Mink, Dark Mink, Cocoa Brown, Navy, White.

SHOECRAFT
603 FIFTH AVE. • NEW YORK 17

All sizes 2½ to 12 • AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
FITTING THE NARROW HEEL

a Victoria Kay original



For here, there and every wear.
Fine tissue faille blouse. Imported hand-made detail French Knot embroidery.
Adjustable collar, snap in shoulder pads.
Washable. White with red or navy French Knots or jade green with dark green.
Sizes 10 to 20
Send check or money order.

Postpaid $14.95

Worn by Patricia Morison of "Kiss Me, Kate," chosen one of America's best dressed women by the Fashion Academy

sirromé
509 Fifth Avenue, New York 17

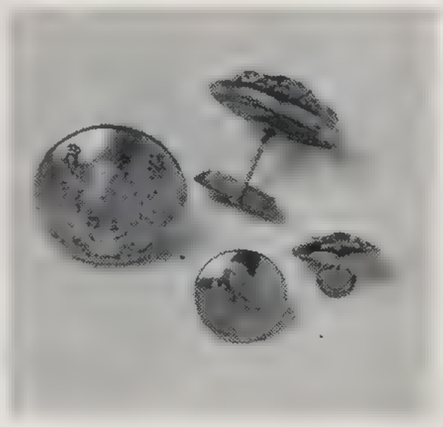
SHOP



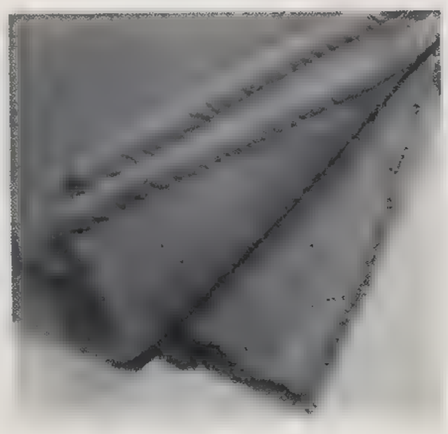
A BIRD IN THE HAND. The Audubon Bird Modeling Kit has six American birds, like those in an Audubon print, for you to carve and paint yourself. Includes paints, brushes, and complete instructions; $2.95 ppd. John Lacey, Birdsmith, 539½ Hudson Street, N. Y. C.



BUTTONED CUFFS. Links of Sheffield silver, or rolled gold antique, buttons. Cuff links, sm., $5.50; med., $7.50; large, $8.50. Single buttons, unmounted, sm., $1.50; med., $2.50; large, $3. Plus tax. Old Buttons, 50 E. 56 St., N. Y. C.



BLANKET STATEMENT. This Angelique blanket from Belgium is 100% virgin wool; has velvet binding; is moth-proof; washable. In blue, green, rose, pink. $24.95 ppd. Henri Morris, Inc., 711 14th St., N.W., Washington, D.C.



Look Years Younger, Radiant!

MIRACLE MASQUE THERMAL-HEATED

Approved by Underwriters Laboratories Inc. (A.C. & D.C.)



An easy to use, ultra-modern, scientific, contour-conforming device of sanitary plastic fabric, employs "Dry Heat", a recognized aid in beauty preservation and restoration. Relax a few minutes in its stimulating warmth! Behold—A New Revitalized You! Like magic, lines, sags, skin defects seem to vanish. What a "Pre-Party Pick-Up"!

FREE Treatise on Request

10 DAY MONEY BACK GUARANTEE **$7.95**
MIRACLE MASQUE and Plastic Sheet
Sent postpaid with remittance! C.O.D. plus post.

CAMBRIDGE PRODUCTS, Inc.
55 West 45 St. Dept. V-2 New York 19, N. Y.



DE LUXE KIT
$9.95 Tax Incl.
Miracle Masque
Plastic Sheet
Hormone Cream
Skin Cleanser
Face Lotion

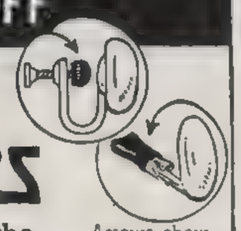
Keep EARRINGS *from* HURTING *or* FALLING OFF



A golden palette holds a set of 8 pair in gay plastic vials

All you need is

EARRINGRIPS



Just place these soft little cushions over the screw or clip back of any earring. Instant comfort . . Security against loss of your favorite earrings . . Easy to attach . . Invisible when worn . . A most attractive gift.

Arrows show where EARRINGRIPS go over the screws and clips of earrings.

COMPLETE SET, BY RETURN MAIL, PREPAID . . $1.00

DORSAY • 1819 Broadway, New York 23, N. Y.

HOUND

. . . friend of the people.



SMALL WONDER. Handmade miniatures of authentic Early American furniture. The chair, $8.50; end table with tiny drawer, $3.85. Bride's breakfast table, brass-hinged, $3.50. Walnut; red or blond maple. All postpaid. From Pueblo Gifts, Box 164, Madison, Wisconsin.

MIEHLMANN



GOOD TASTE. Fine Kyra Savory Mustard, excellently prepared with spices by the Croton Heights Inn, Yorktown Heights, N. Y., makes a knowing present from, or for, the epicure. $.75. Charles and Co., 340 Madison Ave.

A GOOD PLACE TO PUT ON YOUR "WHERE TO" LIST: Leathercraft Process of America, Inc., for cleaning and repairing clothing of suède and other leathers; for cleaning, re-dyeing, refinishing, and repairing suède and polished leather handbags; for glazing reptile handbags. They will whip a pair of gloves into shape for a dollar (3 pairs minimum) and have a cleaning service for luggage and leather furniture. Leathercraft will send, free, on request, a chemically treated suède sponge, and literature on the care of leather. Mail orders. 1052 First Avenue, New York City.

In quality or in platform . . . no one goes higher

"ce qui se porte"

Gainsborough Ltd.

1128 LINCOLN ROAD
MIAMI BEACH, FLA.

Traditional Elegance, *Significantly Gainsborough . . .*

LAS VAGAS . . . $39.95

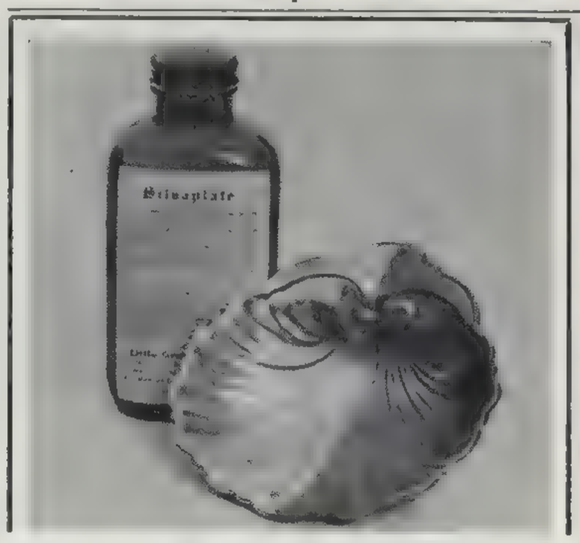
Available in the following combinations:

Sun Copper Suede, Honey & Off-White Cobra
Gun Metal Kid, Yellow Quartz, Grey Cobra
Navy Suede, Navy & White Hound's Tooth Worsted
Colonial Earth & Light Blue Quartz Cobra, Champagne Lizard
Yellow, Pink & Mint Quartz, Off-White Cobra
Sun Copper Suede, Honey Cobra
Red & Blue Cobra, White Suede
Mink Brown Suede, Champagne Lizard
Navy Suede and Navy Satin
Navy and Red Cobra
All-over Navy Suede, Steel studs
Kelly & Off-White Cobra, Gold studs
Black Suede & Black Satin, Steel studs
Gun Metal & Black Suede, Gold studs
English Ostrich, Brown & White Hound's Tooth Worsted $42.95
All-over English Ostrich $49.95

Mail orders carefully filled . . . write for illustrated brochure. Please send money order or check. Matching bags available.

Gainsborough, Ltd. . . . Miami Beach, Florida

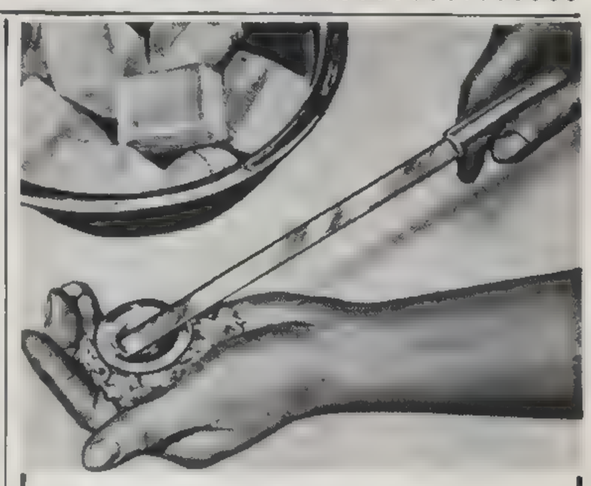




Replate Your Own Silver
—in 5 minutes

with SILVAPLATE, the remarkable silver-plating polish that contains pure silver. Just rub on with a cloth to restore worn Sheffield instantly, and plate any article having copper, brass or nickel-silver base; replates worn chromium. Save $100 worth of plating with an 8 oz. ECONOMY SIZE bottle, $7; 4 oz. bottle, $4.00. W. of Miss. add 25c. New Yorkers add 2% sales tax. *Obtainable only from*

Little Grey Gift Shop Fixit Dept.
"We Mend All But Broken Hearts"
Dept. V, 1300 Madison Ave. (92nd) N. Y. 28
ATwater 9-4020



Amazing Device for Cracking ICE!

Now . . . crack ice so fast you won't believe your eyes. One or two light taps on a cube of ice cracks the ice to bits without effort. It's the action of the spring steel vibrator that does the trick and the ice doesn't scatter. No grinding. No jabbing. No pounding. No skill required. Amaze friends. A gift everyone enjoys. Made to last for years. Money back guarantee. *Only* $1.00 postpaid. Attractively gift boxed. Immediate delivery. *Write to*

TAP-ICER COMPANY
211 West St. Williamsport, Pa.

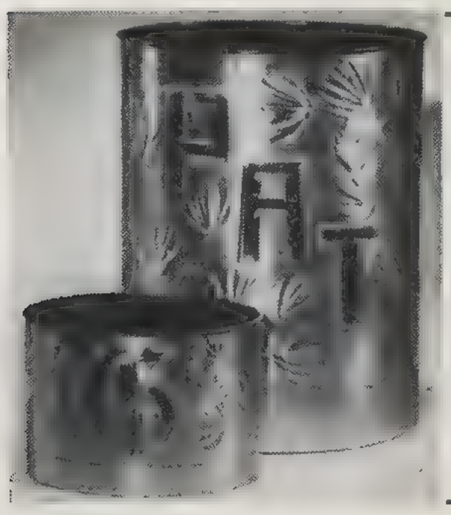


A NEW CREATION
IN HISTORY'S OLDEST ART

These new pieces by Van Briggle to commemorate our 50th anniversary are "thrown on the potter's wheel," then individual designs are applied by hand — each piece a true original signed by the artist. Fired in the luminous blues of Colorado's own turquoise skies. The beautiful piece pictured is 5 inches high and will be sent to you postpaid at $2.75. Will fit into any room's decoration motif.

Send for free folder of other designs

VAN BRIGGLE POTTERY
COLORADO SPRINGS 5, COLORADO



1950
Created expressly for You
In gleaming Brass or antiqued Copper
A large Old English initial or three block initials against a background of pine needles and cones. Lacquered to prevent change in color.
Two decorative as well as practical accessories that will enhance any room.
Our signature or seal verifies it to be a Longfellow original.
Waste Basket—approximately 14" $12.50 postpaid
Letter basket—5" high 5.00 postpaid
Send for 1950 catalogue now being prepared.
Henry W. Longfellow Studio
WESTON 93, MASS.



Choose from Nelmor's 120 patterns of world-renowned Sterling Silver by Gorham, Towle, Reed and Barton, International, Kirk, Alvin, Heirloom, Lunt, Tuttle, Wallace, Watson, Whiting, Smith. Indicate the pattern you desire on the membership coupon below. In a few days you will be the proud owner of your chosen precious sterling. Pay $2.00 a month for one place setting, $4.00 a month for two place settings, etc. for most patterns. You pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income. © 1949, Nelmor Jewelers



Nelmor JEWELERS
901 BERGEN AVENUE
Jersey City 6, N. J.

MAIL THIS MEMBERSHIP COUPON TODAY

NELMOR, 901 BERGEN AVE., Jersey City 6, N. J.

Enroll me as a member of the Nelmor Sterling Club. Send me.....place settings of.....pattern.
I will pay $2.00 per month per place setting.

Prices include federal tax and are for one six-piece place setting: Teaspoon, Salad Fork, Butter Spreader, Cream Soup Spoon, Knife, Fork.

NAME .....
ADDRESS.....
CITY..... STATE .....



Page Boy

FOR MOTHERS-TO-BE

Separate skirt with our famous zipper adjustment ...from our series of skirts, jackets, blouses and slacks. Black, brown, navy rayon gabardine or faille. Sizes 10-18. Style C-6.

12.95

MAIL ORDERS PROMPTLY FILLED

send for free catalogue • 2033 cedar springs, dallas 1, texas

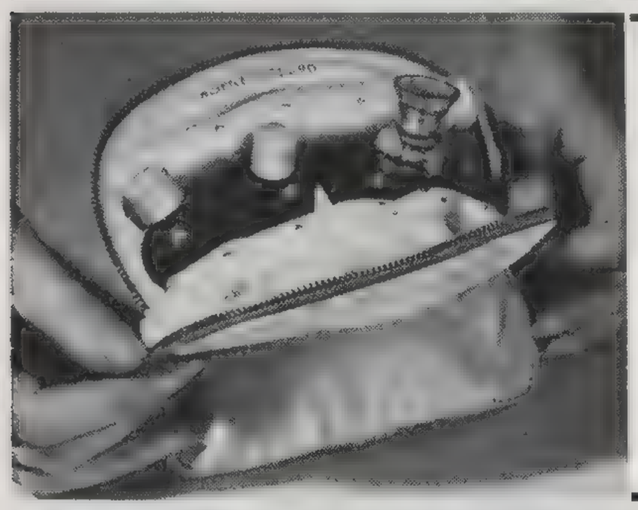


Early American Miniatures

Spinning Wheel (3" high) plus stool $3.95
Trough Table (1¼" high) $2.25
Knitting Bowl (2" high) $1.95
Postpaid

Charming authentic miniatures of colonial pieces for your collection of treasures. All handcrafted in WALNUT, RED or BLONDE MAPLE, with movable parts just like the originals. Made to scale, 1 inch to 1 foot, with finest craftsmanship. Send check or M. O. to:

PUEBLO GIFTS P.O. Box 164 Madison, Wisconsin



de luxe BOTTLE GUARD by VENUS

protects trousseaus, vacation clothes and luggage beautifully! Protects against breakage and absorbs seepage into its heavily padded interior. Holds as many as eight travel size bottles of nail polish, remover, lotion, etc., as well as perfumes. Maroon, Ice Blue and White Satin; double perfume size $4.00. Single size $2.75 (no tax).

write
VENUS CORP., Dept. V-2, 1170 B'way, N. Y. C.

clip out and save

DYEING by Denihan IS AN ART



DRESSES • GOWNS • etc.
DYED WITH A GUARANTEE NOT TO SHRINK OUT OF FIT.
WE BOAST ARTICLE WILL NOT APPEAR DYED.

Recommended and used by foremost couturiers • designers • and stores throughout the country!

DRY CLEANING

formals • wedding gowns • ribbon • knits • lamé • organza taffeta frocks • prints • as well as men's fine apparel . . . also household effects.

SUEDE & LEATHER Specialists

SUEDE SUITS $8.00
GLOVES ..... .50
MEN'S SUEDE JACKETS 4.75
(cleaned & redipped)

Prompt MAIL-ORDER SERVICE
Pick-up and Delivery to all suburbs.
TR 9-6400

Are you annoyed with:
Intricate Pleating?
Stubborn Stains?
Lifeless Frocks?
Shapeless Garments?
Fugitive Prints?
Oxidized Apparel?
Tarnished Metallics?
WE CAN RECTIFY THEM!

B. J. DENIHAN
215 EAST 64th ST., NEW YORK 21, N.Y.
Palm Beach • Hamilton, Bermuda
56 Years of GUARANTEED Service



SHOP HOUND

. . . friend of the people.

TEA, in China, is a symbol of friendship; serving a fine tea, the highest compliment you can pay a distinguished guest. For American connoisseurs, the Kien Chung Tea House of Weston, Mass., has imported six teas, each with a distinct flavour, and they will send a sample tin of each, for $1, so that you may select your favourite. The teas include Pow-chow, a green tea with a light, delicate flavour; Su-Tang, a smoky-flavoured black tea; rich, reddish Napur; mild Lo-Cha from Formosa; Quing, an Orange Pekoe; and Jasmine, an exotic leaf prepared and scented with Jasmine blossoms.

HEALTHY AND WISE, the lady who joins the Health Roof Club for Women at 480 Lexington Ave. Although the emphasis is not on reducing, but on keeping fit, still, members are likely to find some pleasant changes in their measurements. A place for the lady who likes to take her own exercise, instead of having it taken for her by an electric machine. You may go three times a week, and stay as long as you like, for $25 a month, or $60 for three months. This includes steam baths, gym work individually supervised, and sunning in the solarium in the summer. Extras are luncheon, massage.

YOUNG IDEAS. Whether you are the mother of six or have only one godchild, you will find Youth-at-play, 1082 Madison Avenue, New York, of especial value in helping you play Fairy Godmother. They have toys for children up to fourteen years. Each one is classified, with the help of professors in child development, to ensure that the toy you buy will be properly practical and educational, as well as fun, durable and safe. The proprietors like to have you bring the children in to choose for themselves, too, and there need be no fear of bids for the moon; prices are generally under $10.

To the Bride and Her Mother

Planning the hundred-and-one details connected with a wedding is *work*. Your wedding can run smoothly under the experienced supervision of Mrs. Plunkett, and leave you free from worry on your wedding day.
She will plan and personally attend to your complete wedding, anywhere in the country. Or, if all you want is to rid yourself of the tedious work of addressing the invitations —or some other phase, she will do just that.

Consultation at your convenience.

SALLY PLUNKETT, Inc.
640 Madison Avenue New York City
PLaza 5-8644

REDUCE



INCHES • POUNDS
from hips, thighs, bulges SAFELY with the amazing reducing method of the stars called
GYREDUCER
NO STRICT DIETS
NO PILLS • NO DRUGS • NO LAXATIVES
BREAKS DOWN EXCESS FAT!

This special new invention, the GYREDUCER, breaks down fatty tissues, tones the flesh and muscles, and the increased awakened blood circulation helps carry away waste fat simply and pleasantly, WITHOUT RISKING HEALTH! Soon after using GYREDUCER look in the mirror and see a more glamorous, firmer, slimmer figure that will delight you. You have nothing to lose but weight, for the GYREDUCER is sold on a MONEY BACK GUARANTEE at only $3.95.

FREE *Full month's supply of specially formulated Body Cream will be included with your order. It's yours to keep even if you return the GYREDUCER.*

Gyreducer Co., Dept. G, 1019 Congress Bldg., Miami, Fla.

SHOP HOUND

. . . follows the men

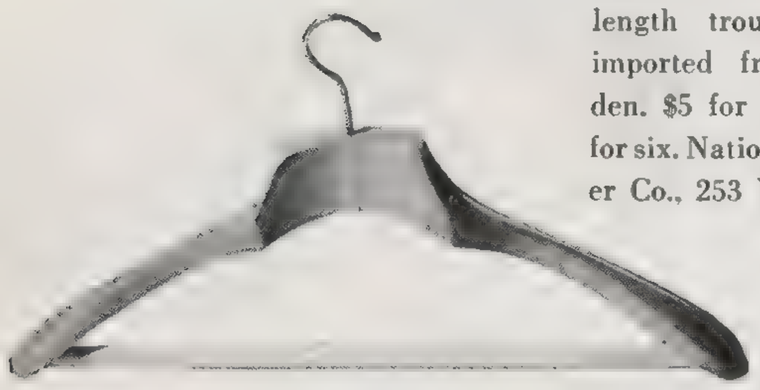




DOUBLE PROTECTION. Insulated bottle-guard has two plastic ice-containers; holds two quart bottles; room for paper cups in top. Plastic or suède cloth. Green, maroon, or tan. $7.50. Venus Corp., 1170 B'way.



BREAKING THE ICE at a party is easy. One or two taps and a cube of ice cracks to bits without scattering. "Tap-Icer", $1, postpaid. Tap-Icer Co., 211 West St., Williamsport, Pa.



HOLD THE PRESS. Hangers with extra length trouser rod; imported from Sweden. $5 for three; $9 for six. National Hanger Co., 253 W. 26 St.



BEACH JACKET of cotton twill lined with terry cloth to blot a man, see him to Cabana lunch. Stripes; Paisley print. Brick, navy blue, or mustard with white. $24. Your Shop, Sir. Delray Beach, Florida.



INDIAN SUMMER. Swim shorts of India madras, in a range of colours and design. $10.50. Cummerbunds, shirts, belts, hatbands, and ties of the same fabric. Chipp, 14 E. 44 St.



MIEHLMANN

DANCING MASTERS, these classic black leather evening pumps, with flat grosgrain bows. Made in England. Price, $21.95 the pair. Lefcourt, 400 Madison Ave., N.Y.



Invitation **TO SMOKE**

Send the next wedding invitation or announcement you receive to us and we'll etch it on a fine Fostoria glass cigarette box. The lucky couple will cherish forever such a lasting reminder of their wonderful wedding day. It measures 5¼" x 4" x 1½".

$7.95 *postpaid.*

Please address Dept. G-1

HOLIDAY HOUSE

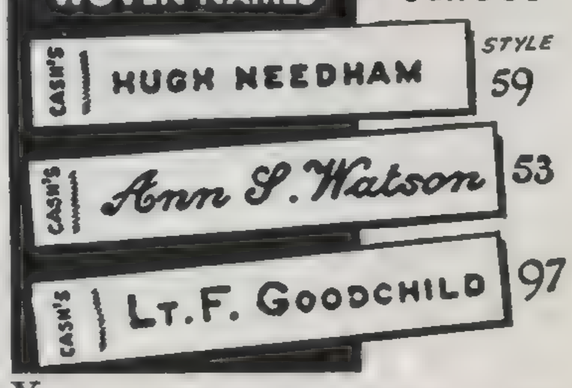
268 Bellevue Avenue, Upper Montclair, N. J.

IT'S SAFER

to *Mark Belongings* with

Cash's WOVEN NAMES

for HOME CAMP TRAVEL SCHOOL



Your *name* is *important!* It identifies you, makes you distinctive. It marks the things you own and protects them from loss or misuse.

Those who know this use Cash's Woven Names to mark clothing, laundry, personal belongings. Children, travelers, students and large families find Cash's Names indispensable. They're ideal as a dressmaker's label.

Start marking—start saving your possessions NOW.

Samples on request Cash's So. Norwalk 10, Conn.

PRICES 12 Doz. $3.50 6 Doz. $2.40 NO-SO 9 Doz. $3.00 3 Doz. $1.80 CEMENT—25¢

What are you going to do?



if a cigarette burns your dress, or a moth ruins your cashmere sweater or camel's hair coat? Don't discard them! Our restorative process makes woolens, knitwear, wool jerseys, sweaters and silks useful again. It's inexpensive—Mail the garment to us and we'll return it as good as new.

INQUIRIES INVITED
Write for our circular.

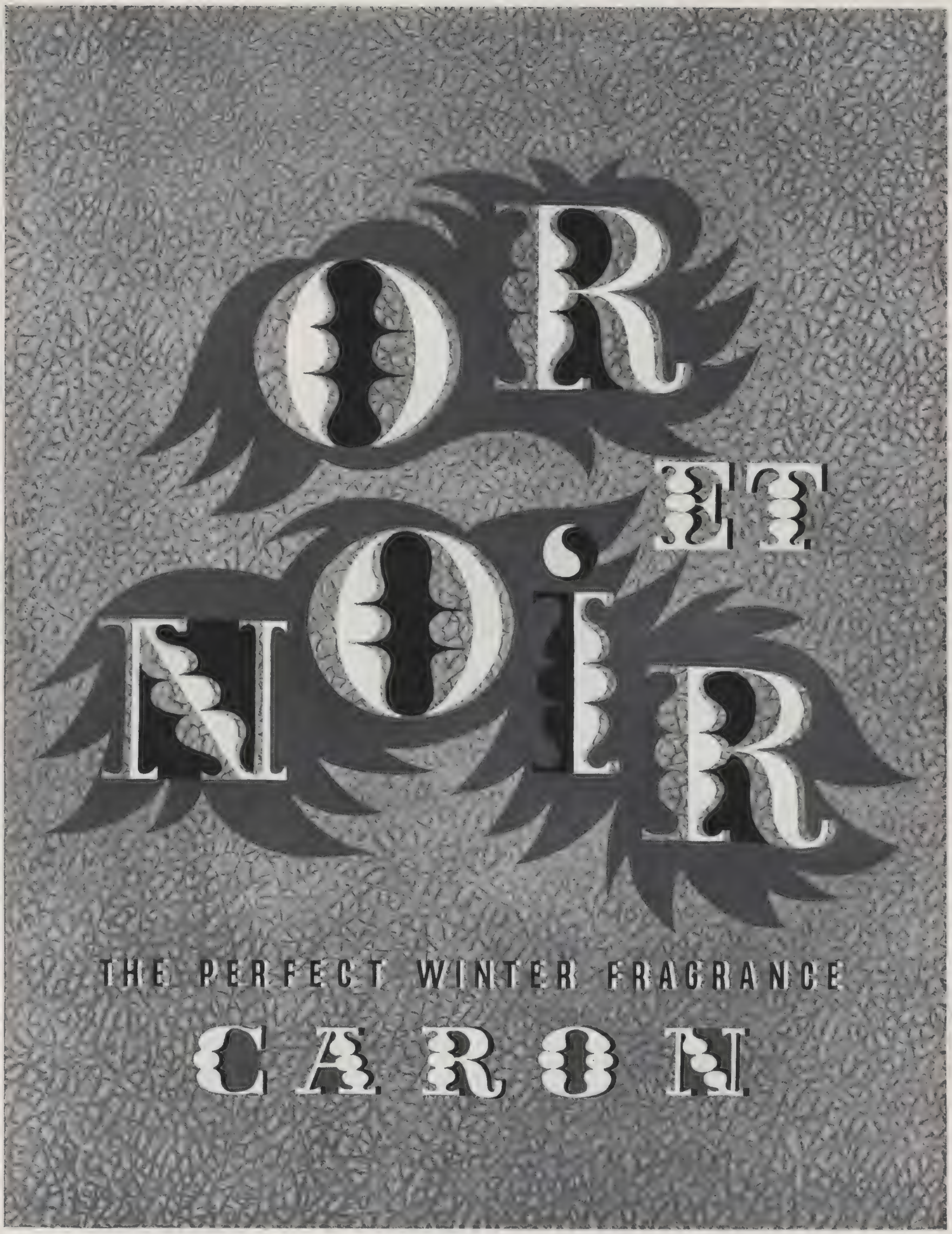
Or maybe you...

have a suit that's shiny from wear. Let us rejuvenate it by removing the worn shine and restoring its color and lustre. Whether a gabardine twill, or serge, we can give it years of added life.

Ship it to Dept. V.

FRENCH-AMERICAN RE-WEAVING CO.

100 W. 57th Street
New York 19, N. Y.



© Caron, 1950

THERE ARE THREE VOGUES
AMERICAN, BRITISH, FRENCH

EDNA WOOLMAN CHASE
EDITOR-IN-CHIEF

AMERICAN VOGUE

EDITOR: JESSICA DAVES
ART DIRECTOR: *Alexander Liberman*
ART EDITOR: *Priscilla Peck*
FASHION EDITOR: *Bettina Ballard*
Associates:
Muriel Maxwell
Eleanor Montgomery
Constance Bradlee Thayer
Babs Simpson
Virginia Thaw
Catherine Murray McManus
Jane Kift
Francesca Kilpatrick
Marion Skerten
Nicolas de Gunzburg
Elizabeth Gibbons Hanson (West Coast)
Kathleen Aston Casey (Midwest)
Despina Messinesi (Paris)
FEATURE EDITOR: *Allene Talmey*
Associates:
Mary Jean Kempner
Rosamond Bernier (Paris)
EXECUTIVE EDITOR: *Mildred Morton*
CONTRIBUTING EDITORS: *Millicent Fenwick*
Evelyn Clark Emmet
HOSTESS EDITOR: *Alison Bisgood*
BEAUTY EDITOR: *Evelyn Green Haynes*
Associate: *Mary Haas*
SOCIETY EDITOR: *Margaret Case*
MERCHANDISING: *Angeline Dougherty*
COPY EDITOR: *Lois Bohlig*
STAFF WRITERS: *Carol Phillips* • *Mab Wilson*
Kate Rand
COPY EXECUTIVE: *Jeanne Ballot*
ADVERTISING MANAGER: *C. B. Van Tassel*
EDITORIAL AND ADVERTISING OFFICES:
420 Lexington Ave.
New York 17, N. Y.
Telephone—LExington 2-7500

BRITISH VOGUE:
37 Golden Square, London W. 1.
EDITOR: *Audrey Withers*
MANAGING DIRECTOR: *Harry W. Yoxall*

FRENCH VOGUE:
4 Place du Palais Bourbon, Paris 7
EDITOR: *Michel de Brunhoff*

VOGUE IS PUBLISHED BY
THE CONDÉ NAST PUBLICATIONS INC.
PRESIDENT: *I. S. V.-Patcévitch*
VICE PRES. & ADV. DIR.: *Frank F. Soule*
VICE PRES. & COMPTROLLER: *Benjamin Bogin*
TREASURER: *William E. Beckerle*
SECRETARY: *Mary E. Campbell*
BUSINESS MGR.: *Perry L. Ruston*

COPYRIGHT 1950, THE CONDÉ NAST PUBLICATIONS INC. THE ENTIRE CONTENTS OF VOGUE INCORPORATING VANITY FAIR—TEXT AND ILLUSTRATIONS—ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND COUNTRIES SIGNATORY TO THE BERN CONVENTION AND THE PAN AMERICAN CONVENTION. ALL RIGHTS RESERVED. TITLE VOGUE INCORPORATING VANITY FAIR REGISTERED IN U. S. PATENT OFFICE. VOGUE IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY, AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC. (ALSO PUBLISHERS OF BRITISH VOGUE, FRENCH VOGUE, HOUSE & GARDEN, GLAMOUR, VOGUE PATTERN BOOK.) EDITORIAL AND ADVERTISING OFFICES, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN. SUBSCRIPTIONS $7.50 A YEAR, $12 FOR TWO YEARS, PAYABLE IN ADVANCE. TO POINTS OUTSIDE CANADA, U. S. A., AND POSSESSIONS, $15 PER YEAR. SINGLE COPIES FIFTY CENTS IN U. S. AND CANADA. $1 ALL OTHER COUNTRIES. FOUR WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. IN ORDERING A CHANGE, WRITE TO VOGUE, GREENWICH, CONN.; GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST WRAPPER.

VOGUE
INCORPORATING VANITY FAIR

FEBRUARY 1, 1950, CONTENTS

Fashions

1950 American in Paris 124
American shirt suit, 1950 sleeve length 127
American lumber jacket, 1950 checks 128
1950 American, poncho suit, grey flannel 129
American shirtwaist, 1950 additions; the short overcoat . . 130–131
1950 designs by the twenty-two winners of the American Fashion Critics award, 1943–1949 132–139
American checks, with white beauty spots 154–159
American blues, with white beauty spots 160–163
Spring fashion language, American accent 170
News: grey + colour 171–173
The good gay coat, American classic: new editions 174–175
A little goes far: a trip, a wardrobe 176–177
Friends of Mrs. Exeter; good suits + ... 178–179
Very American: the long-legged look—shoes, stockings 180
"Striplings," afternoon shoe news 181
"Kittens," soft shoe news 182–183
News: exports to Paris, American designs 184–185
Shirt-sleeve generation, 1950 187
New white-collar class: big 188–189
American way with suits 190–191
Vogue Designs for Dressmaking 186

People and Ideas

Vogue's eye view of the U.N. 123
There goes an American 124–126
Not every woman can be a beauty, but every woman can behave like a beauty 140
Mrs. Walter Denègre Sohier 141
Mrs. Harvey S. Firestone, junior 142
Lady Astor 143
Nights out 144–149
Vogue presents fifty-three living American artists 150–153
"Americans are . . .". By Bertrand Russell, O.M. 164
The only city of its kind. By Alice S. Morris 165
Savers of life: Dr. René J. Dubos, Dr. Selman A. Waksman . 166–167
American design, mid-century 168
American food, for better or worse. By Elliot Paul 169
Miss Niki de Saint Phalle 186
American beauty circuit 192
Flying trip to Tokyo. By Thomas W. Phipps 207
A walk with De Sica. By Rosamond Bernier 221

Special Departments

Vogue's Travelog 108
Vogue's School and Camp Directory 109–113
Shop Hound 114–118
Shop Hound follows the men 119
Discoveries in Beauty 198–205



Muted Rose®

LIPSTICK

For years this beautiful, soft, luminous color
has been a great favorite of the Monteil collection.

Germaine Monteil

VOGUE'S EYE VIEW OF THE U.N. MONUMENTAL, UNFINISHED, WORKING

The mounting marble beauty of this façade of the first United Nations Building rises by New York's East River. A building for workers, the two narrow sides are stone, the other two are glass, facing the world and the cities. Just as open and exposed are the operations of the U.N. However incomplete, its accomplishments are real and constantly less fragile.

The U.N. has helped keep conflicts between the great Powers within peaceful bounds.

The U.N. helped break the Berlin deadlock.

The U.N. has either prevented or ended wars involving a quarter of the world's total population in Kashmir, Indonesia, and Palestine.

The U.N. approved a program of technical assistance for economic development in underdeveloped countries.

The U.N. initiated a Field Service and Field Observers Panel.

The U.N. work, on such problems as health, refugees, food, and child welfare, has benefited millions in all parts of the world.

The U.N. proclaimed the first Universal Declaration on Human Rights.

At mid-century, the United Nations, alive and working, stands for hope, with its monument in America.

RAWLINGS

THERE

GOES AN AMERICAN

THE SUN SHINES almost directly down on the warm avenue, busy with its noon affairs. Men and women weave themselves like a wreath. Sidling, striding, ambling, a thousand people go by as a shadow shifts a quarter inch. At a café table, the French journalist and the Swedish diplomat suddenly focus, smile with recognition, cock their heads at the crowd and say in unison, "There goes an American."

She does not necessarily stand out for her beauty or her carriage, but she is easy to spot. Her long nyloned legs carry her rather quickly up the avenue. She walks with purpose. When something in a window catches her eye, she has to hold herself back. She looks at everything. If her glance were not so fleeting, it would be a stare. She wears a thin tweed suit, a snug, round little felt hat on her short hair, the whitest gloves. The café crowd smiles as she meets a fellow American and they fling their arms around each other. (The café crowd would be stricken if they knew that she had known the man for ten years and so far the pair never even held hands.)

The French journalist intones, like a litany: "She has a room with a bath in a good hotel. Her clothes are always pressed. She owns a hundred pairs of white gloves. She has good skin. She goes to art exhibitions, and she has amusing, upsetting opinions. She always thinks she is too fat."

The Swedish diplomat breaks in: "She is a little like Browning's Last Duchess, 'A heart too soon made glad, too easily impressed.' Did you ever notice, she has no *degree* of smile. The American smile is the most democratic thing in that whole country. It's like the classless way they dress. Filing clerk and company president's wife, the same nylons, little hats, tweed suits, navy-blue dresses."

"Very difficult for their fortune-hunters," said the Frenchman.

"Half an hour after she arrived," added the Swedish diplomat, "she sent all her clothes to be pressed. They are the most pressed women on earth. She dresses well, in my opinion. Clothes never too tight—and neat."

"She went to Maxim's," said the Frenchman, "and to our mind, she was underdressed. Probably a short black evening dress and not much jewellery. When such a one goes to her table, I've noticed the murmur: 'There goes an American.' If she were an Italian, a Dane, a Rumanian, one would say: 'There goes a beauty,' or 'Good God, what *is* that?' But American seems to have become a descriptive adjective."

(Continued on following page)

1950 AMERICAN *in* PARIS

That's American, the box jacket, the long-legged look, tweeds gone elegant; white cotton gloves; little hat—and an unmistakable air. That's 1950: abbr. sleeves, pipe-stem skirt, slurred shoulders, braid-bound jacket. Suit by Capri in grey wool tweed, attached black rayon crêpe blouse, $110; Bergdorf Goodman; Carson Pirie Scott; Wm. H. Block. Hat by Betmar, $13. Propper's nylon stockings, $1.65; gloves by Meyers Make, $4. Opera pumps, $23, Delman. All, Bergdorf Goodman.

PHOTOGRAPHED IN PARIS BY RANDALL

THERE GOES AN AMERICAN *(cont'd)*

The Frenchman is right. The clothes of an American not only represent her accurately, but they describe her. For "American clothes" no longer mean merely made in America. They mean American in character—and some of them have been made by the great couture houses. Designers from two continents are designing for and dressing the American woman. No longer are European designers merely selling their collections to American buyers for reproduction or adaptation in this country. Instead, they come to see and to study this crystallized type, to get at the essential oils of American taste. European designers, recognizing the calibre of America's ten-billion-dollar women's-clothes industry, are working with the Seventh Avenues of America to pour their creativeness through our ready-to-wear channels.

No designer of dimension, of sensitivity, can come to a country without being influenced by it. Some of the French designers came, looked, and returned to us beautiful, free translations of our clothes ideas. Dior, who has made beautiful shirtwaist dresses for years, gave them a new importance, a fresh impetus after his American experience. And part, at least, of the American success of his current, blousing line is our atavistic fondness for the easy-moving lumber jacket idea. Fath came and saw the butcher-boy coats, handed them back delicately exaggerated—and suddenly a fashion. He bought our beanies, little berets, skull caps, and returned them with something gay added. Molyneux came and bought a whole collection of sports clothes to present as American fashion in Paris. The Italians came and went back to their looms with new, directed ideas. The British came and worked out a series of thinner tweeds.

But what makes our clothes American? The American woman's life. Her clothes must move easily in and out of cars—for ours is an automotive life. Her clothes must have a long day. She can't (or won't) be running home to change them all the time. She must dominate them. They must play no leading rôle. She likes her clothes unassertive and then she likes to dress them up herself. She buttons a camels' hair coat with a rose, adds high-heeled opera pumps to a tailored tweed suit, a velvet hat to a shirtwaist dress. She likes colour and plenty of it. The red coat didn't simply succeed in America. It took over. She invented the idea of separates (what better system for mixing her own colours?) and has lived in them day and night.

She likes being young and looking it. Long after her youth has passed, she stays young with grace in clothes designed for that world-famous figure—the young American grandmother.

Although American clothes often have the slight burr of international accent, international clothes begin to have the slight twang of American accent. In time, will there be a barrierless, international language of clothes?



1950 American SHIRT SUIT

1950 Sleeve Length

Opposite page: That's American, that prized grey flannel; cinched shirt jacket. That's 1950: collar that buttons two new ways; *grey* patent leather belt; shortened sleeves showing a saffron silk Shantung blouse. Forstmann wool suit, about $250; blouse, about $50; hat, $33. All, Hattie Carnegie designs. All also at Stix, Baer & Fuller; I. Magnin; Filene's. The jewels, from Verdura. This suit was one of the designs chosen for the March of Dimes Fashion Show.





American

LUMBER JACKET

1950 Checks

That's American, that neat, easy, lumber-jacket line; that able way with separates; little-brimmed hat, white cotton gloves, pearls worn casually, in quantity. That's 1950: low-waisted loose blouse; accent on checks, on white. Jacket, $30; skirt, $20; by B. H. Wragge in Shamokin worsted. Bonwit Teller; Halle Bros.; Frost Bros. Wool hat, $11, Knox; Wear-Right gloves, $4.50; five feet of pseudo pearls by Marvella, $3 plus tax; silk twill scarf by Echo, $3; all, Bonwit Teller. And that's American: *all* this, $71.50.

FRANCES MCLAUGHLIN



1950 American

PONCHO SUIT

Grey Flannel

That's American, that bolero suit in springtime; that love of grey flannel; of white and starchy collar and cuffs; that long-stemmed look. That's 1950: the poncho bolero, pull-over and outstanding, clipped short of the waist; the sleeves stopped at the elbow; the oversize cuffs and gilet; the opera-length glove tucked under the cuff; the toque worn forward. Dress and jacket by Traina-Norell, about $365; Henri Bendel; I. Magnin; Neiman-Marcus. Piqué toque, to order at Henri Bendel. The gloves, Henri Bendel.

BLUMENFELD



COFFIN

American SHIRTWAIST *1950 Additions*

1950 American, the SHORT OVERCOAT

Above: That's American, the shirtwaist dress. That's 1950, those high-water shirt cuffs; scarf worn in a new low loop; uncountable pearls, gold chains worn a new length; hoop earrings; short, short hair. Dress by Dorothy Cox in pink Celanese rayon crêpe, $35; Bloomingdale's Green Room; Frederick & Nelson; Bonwit Teller, Phila. Pseudo pearls by La Tausca, gold-plated jewellery, both at Best's. *Opposite page:* That's American, the pale topcoat, short, gay; men's-tailor details artfully switched to a feminine way. That's 1950: deep-cuff, short sleeves; whipcord, an elegance; pillbox on the brow. Coat, with wool skirt, silk foulard blouse, about $545, by Traina-Norell; Bergdorf Goodman; L. S. Ayres; The Blum Store. For spring neutrals, the keyed-down red of Lucien Lelong's "Cachet" lipstick.

RAWLINGS





1950 DESIGNS BY 22 WINNERS OF THE AMERICAN FASHION CRITICS AWARD

1943-1949

On these eight pages, Vogue brings together, for the first time, the work of all but one* of the designers who have won, over the past seven years, the coveted American Fashion Critics Award, which is sponsored by Coty, and judged annually by a jury of some fifty fashion editors. The critics circle is drawn from a panel of fashion editors of the daily newspapers; the weekly, fortnightly, and monthly magazines; the news services—judges qualified by their experience, and by their work, which takes them each season to review the collections of all of the designing houses.

The stated purpose of the award is double-edged: to honour the best talents in the American fashion world; and (since fashion is an art) to promote the serious related art of fashion criticism.

The actual award is flexible. It was first planned to be given simply "for excellence." (Norman Norell of the great house of Traina-Norell won it that first year, 1943.) During the war years, the stipulation was "the best design within government restrictions." Usually the award is planned to go to one designer, with several special awards. In 1947, four duplicate first awards were made (four "Winnies"; four five-hundred-dollar Government Bonds given). The citations themselves have evolved a remarkably roomy tradition. In 1948, to Hattie Carnegie "for her long-range contribution to good taste in America." And, in 1948, there was a special award to three fur designers, Maximilian, De Leo, and Esther Dorothy, on a subtle point—"for highlighting the fact of the changing fashion in furs, rather than the unvarying classics"; and a further, forthright point—"for having done the most to make American fur fashions the best in the world."

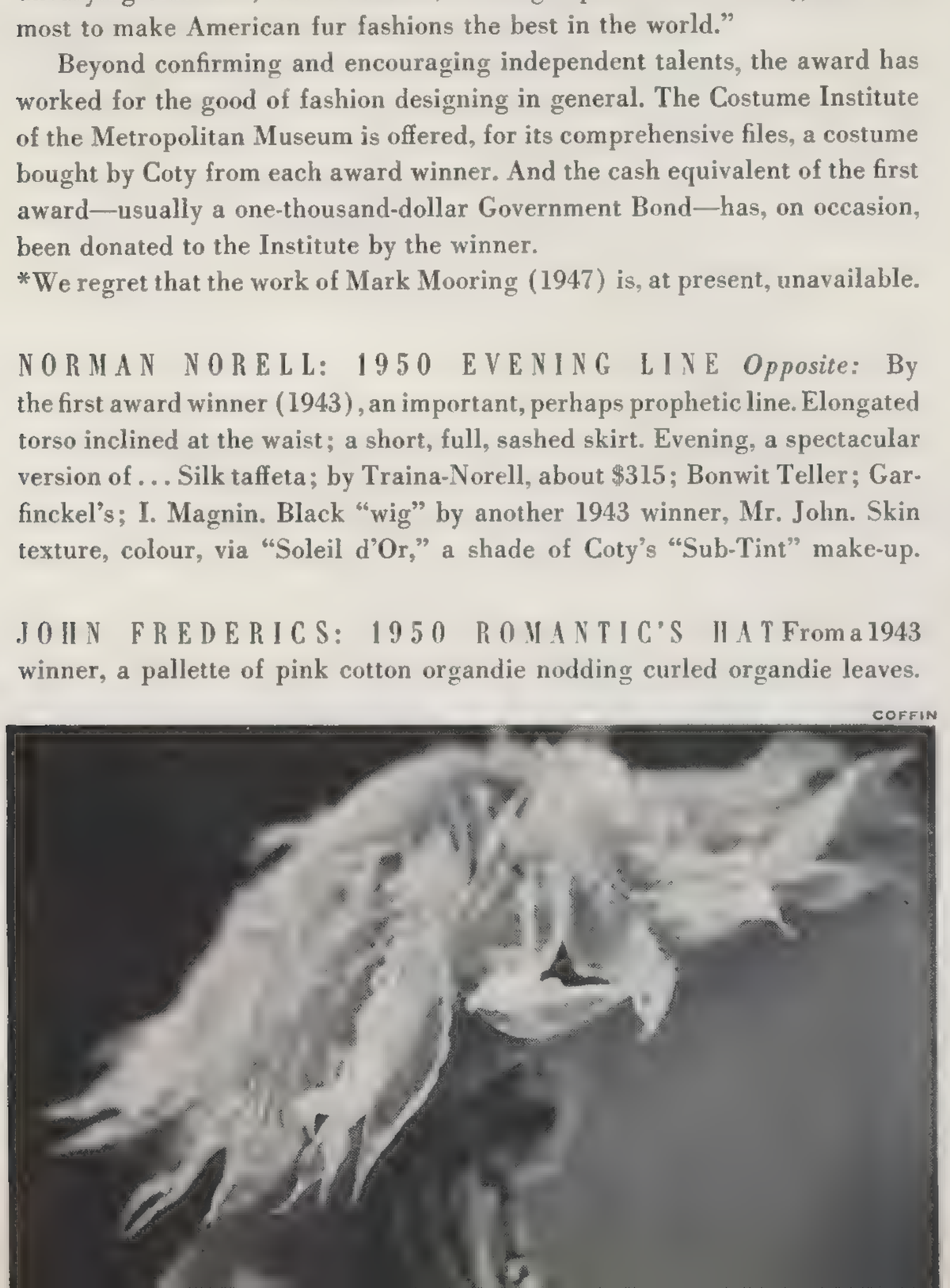
Beyond confirming and encouraging independent talents, the award has worked for the good of fashion designing in general. The Costume Institute of the Metropolitan Museum is offered, for its comprehensive files, a costume bought by Coty from each award winner. And the cash equivalent of the first award—usually a one-thousand-dollar Government Bond—has, on occasion, been donated to the Institute by the winner.

*We regret that the work of Mark Mooring (1947) is, at present, unavailable.

NORMAN NORELL: 1950 EVENING LINE *Opposite:* By the first award winner (1943), an important, perhaps prophetic line. Elongated torso inclined at the waist; a short, full, sashed skirt. Evening, a spectacular version of . . . Silk taffeta; by Traina-Norell, about $315; Bonwit Teller; Garfinckel's; I. Magnin. Black "wig" by another 1943 winner, Mr. John. Skin texture, colour, via "Soleil d'Or," a shade of Coty's "Sub-Tint" make-up.

JOHN FREDERICS: 1950 ROMANTIC'S HAT From a 1943 winner, a pallette of pink cotton organdie nodding curled organdie leaves.

COFFIN



RAWLINGS



DACHÉ: 1950 "SCREEN"

"... her originality" won her one of 1943's awards. Here, a current statement: starched black mesh, spiked with roses.



MAXIMILIAN: 1950 MINK By a winner of a 1948 award, a coat of Emba Royal Pastel mutation mink, tossed off as though it were so much silk chiffon—a marvel of weightlessness, wrapability, understatement.

TONI OWEN: 1950 CUMMERBOUND SKIRT In 1949, an award. Here, for spring, a dinner version of her famous skirt whose cummerbund can be wrapped so high, so variously that it becomes a bodice. Copper-coloured Cohama silk taffeta Shantung, $25. Altman.





ESTHER DOROTHY: 1950 GREATCOAT
A coat typical of its designer's enterprise (her winning streak, 1948). Of buff-pale clipped fox in spectacularly casual lines; the price, a pride—$895 plus tax.



DE LEO: 1950 ERMINE His non-cliché handling of classic furs won a 1948 award. Here, news of Russian ermine: a bolero worked horizontally, sleeves shawled at back. I. Magnin.



EVINS: 1950 SHOE INVENTIONS For his significant shell shoe, a 1949 award; here, current accomplishments, as designed for and shown by Dior. Leopard-heeled black linen sandal. Square-throat blue calf opera pump. To order, I. Miller.

CLAIRE McCARDELL:
1950 PLEATED JERSEY Continuation of her winning 1944 theme—Claire McCardell's identifiable wrapped-rib dress of worsted jersey. Here, in mustard. $70. Lord & Taylor.





OMAR KIAM: 1950 SHORT EVENING LINE A 1946 award went to Omar Kiam of the house of Ben Reig, who perpetuates here his applauded short evening dress. A wraith of pale green Bianchini silk chiffon, $325. At Lord & Taylor.



ADRIAN: 1950 BALL DRESS One of the major figures in America's fashion thinking won the 1945 award; designed for this spring a ball dress typical of Adrian—strong with colour; full of motion; sleeved. In a Bianchini stiff silk taffeta, a print of his own special design. Dress, ready in March at Gunther Jaeckel.

TRIGÈRE: 1950
AFTERNOON TUNIC DRESS

"For her high and original talent . . . unfailingly complimentary to the American figure," a 1949 award. Navy-blue sheer wool with silk grosgrain grazing the cuffs, collar, $165. Saks Fifth Ave.



MONTE-SANO:
1950 SHORTCOAT Each season a delicious shortcoat turns up via Monte-Sano (a 1946 winner). For springs to come: lemony wool fleece with pedestal collar, sloped sleeves, *line*. $185 at Jay Thorpe.





CLARE POTTER:
1950 SHIRT IDEA (*Above*) 1946 award for shirts (then as now) a cut above. Here, moss-green Honan silk shirt joining a dark wool Paisley skirt, $125. Belt, $16. Bergdorf Goodman.

HATTIE CARNEGIE:
1950 "A LA CARTE" (*Below*) Special celebration, 1948; delightful contribution, a two-piece way of dressing at all hours. As: year-round evening separates in jewelled linen. About $345.

COFFIN



HORWITZ: 1950 "JUNIOR" Young, scaled navy-blue tweed suit by 1947 winner known as "Judy 'n Jill," $45. Lord & Taylor.



NETTIE ROSENSTEIN: 1950 BALL DRESS By a 1947 winner ("for her consistently excellent . . . quality and taste") a ball dress drifting towards spring. White silk net skirt, yellow silk satin jacket, daisies at the bodice. $450. Bonwit Teller.





EMILY WILKENS: 1950 BELLE From a 1945 award winner celebrated for the likes of this: an assurance-making party dress for the young, of red and white silk taffeta, $50. Opera pumps to match, $11. All, from Bonwit Teller.

SALLY VICTOR: 1950 PEACH BASKET Straw . . . straw-coloured, settled gravely at the brow . . . bows, ribbons, a cluster of pink and yellow peonies. Happy commentary on 1950 spring hats, by a 1944 award winner.



TINA LESER: 1950 AT-HOME IDEA Her ideas (fashion contribution to interior decorating) won a 1945 award; lean, as in this costume, toward the East. Silk-lined white sheer wool robe, gilt-touched, $110. Saks Fifth Avenue.



PHELPS: 1950 COUNTRY LOOK The tang of their leather work won a 1944 award; stimulated ideas bound for the country. As: corduroy trousers, denim shirt, sailcloth coat; made to order.

ADELE SIMPSON: 1950 SILK SUIT Good reason for 1947 award: excellent line. circumspect price—points of a blue silk taffeta Shantung suit, $110. Chiffon blouse, $30. Bonwit Teller.



COFFIN

Not every woman can
BE a beauty
but every woman can BEHAVE

LIKE A BEAUTY

How *does* a beauty behave? It's easy to see what she has. She has looks, and the privileges and premiums that go with them. But how does she behave? If you watch the real beauties you will see that their behavior is as pleasing as that perfect agreement they have of colour, proportion and bone.

A beauty behaves kindly, confidently, beautifully. She has one less reason for envy than most people—and it shows. Having made so many happy entrances into rooms, situations, lives, she seems to assume that all entrances are happy ones. That attitude is more important than anything else in behaving like a beauty. It is essential to being treated-like-a-beauty.

The theory that a quality assumed eventually becomes a quality attained has been going around for a couple of thousand years. Americans, who are sometimes teased about their passion for "self help" have always been great believers in that theory. And it works. So if you are not a beauty but behave like a beauty, something subtle (chemical or spiritual, depending upon what you believe in) takes place.

If you consistently move like a beauty, wear a beauty's expression of confidence and serenity, are groomed like a beauty, dress like a beauty, act toward other people as if you were a beauty—you become one. Perhaps not in your own mirror or in a photograph but in the eyes of the world.

You can walk like a beauty. Keep your back straight. Teach your hips to move forward smoothly, without jerking, your ribs and shoulders to be free and flexible as if they were held to your hips only by your spine. Various tensions on various muscles will make the neck stiff, the back rigid, shoulders and arms tight. A woman who is full of apprehension or depression can not walk like a woman who feels warm-hearted toward the world.

Like a beauty, you can keep a serene face. Not a mask of immobility, but, on the other hand, not an over-animated face twitching like a marionette. A beauty doesn't bid for attention by mugging. Laughter lines may be part of beauty, but the brow should be untroubled. (How often do you really need to raise your eyebrows or pucker your forehead?)

You can dress like a beauty. In America you can do it on $100 or $100,000. You can care for your clothes as if they belonged to a beauty. You can be groomed like a beauty—stockings smooth and straight, a dress pressed and brushed to the satisfaction of a sergeant of the Guards, hair shining down to the very ends. Like a beauty, you can choose colours as if they were ladies-in-waiting. The colours you love usually love you. Don't be afraid of repeating them—or a certain type of earrings, or a shoe last. A beauty doesn't rely on variety.

You can give your body the care and attention that a beauty's body deserves. Don't forget it for long stretches (and don't forget long stretches). Remember that when you slump in a chair, your rib cage resting lumpishly on your hips, you are actually marring a good piece of workmanship. When you read in bed with your neck stretched at the back, crushed down in front, you are making lines in a naturally smooth surface. When you mix assorted canapés with cocktails you are deliberately spoiling a beauty's complexion. You have to remember, if you want to be a beauty, no vandalism.

You can use make-up as a beauty does, not to change but to exaggerate or diminish the curve of an eyebrow, the flatness or roundness of a cheek, the fullness or thinness of lips. A beauty gives her *(Continued on page 214)*

MRS. WALTER DENÈGRE SOHIER

Opposite page: Mrs. Sohier, who was Wendy Burden before her recent marriage, is the daughter of Mrs. Dan Platt Caulkins and W. Douglas Burden. Her wedding dress: designed by Mrs. Caulkins, made of white satin Mrs. Sohier brought from Italy; the off-shoulder décolletage sheltered for the service by a crescent of cape; worn with a short veil, arm-long gloves. Mr. and Mrs. Sohier live in New York, where he is studying law at Columbia University.

PENN





MRS. HARVEY S. FIRESTONE, JUNIOR

She is very much in the new American tradition: a woman who enjoys active sports, finds time for many good works, has grown children, one granddaughter—and a figure a débutante might envy. Mr. and Mrs. Firestone are often in New York (they keep a *pied-à-terre* at Carlton House); winter usually finds them at their Miami house, but their home base is Akron. Mrs. Firestone is on the Women's Auxiliary Board of the Akron City Hospital, was president of the Akron Garden Club, is still an interested member; has a put-to-practice theory and love of gardening, is expert and inventive at arranging flowers. In the above photograph, taken in London by Cecil Beaton, her soft-toned beauty is complimented by a satin brocade dress of pale-dawn blue.



CECIL BEATON

LADY ASTOR

Lady Astor belongs to two countries. She was born in Virginia, one of the five famous Langhorne sisters, has lived in England ever since her marriage to Viscount Astor. Her life there is as full and constructive as it was when she was active in politics as the first woman M.P. to sit in the Imperial Parliament. Now, as a Patron of Crosby Hall, a residence for women graduates from all countries who are studying in London, she devotes a great deal of time to working for the Endowment Fund of the Hall. Lady Astor often visits Plymouth, her former constituency, enjoys an occasional round of golf, is devoted to her six grandchildren. Cecil Beaton, who photographed her for us, says "she does not look like herself in repose because she is seldom in repose."





CANASTA EXPERTS

Above: About 12 million Americans play Canasta. Canasta experts *(l. to r.)* Theodore A. Lightner, Ottilie H. Reilly (author of three Canasta articles for Vogue), Jesse C. Beesley (author of two Vogue Canasta articles) and Charles S. Lochridge.



"ARMS AND THE GIRL!"

Above: Nanette Fabray, with double-fisted femininity, stars in this new musical comedy.



WRESTLING

Above: Americans spend about $36 million a year at matches like this one at St. Nick's Arena in N. Y., one of the country's oldest. Here, Chief Yaqui, held in anguished grip by Jesse James.



BENEFIT BALL

Right: Fund-raising is a major American occupation, and benefit balls are recurrent events all over the country. Here, Tilly Losch, in her headdress at N. Y.'s *Bal Masqué.*

NIGHTS OUT

COPACABANA GIRLS

Opposite: Dancing in a basement, their trademark is their healthy beauty, their hair worn up. The highest paid American night-club girls, eight of them appear in every show, with a spare back stage.

JOFFÉ

That famous herd instinct of Americans has its happiest play in nights out, for all over the country, the flavour, unlike our geography, is the same. A thread of identity in common pleasures links Houston, all the Springfields, Cleveland, Louisville, Sacramento, and New York. Movie houses from Main Street to Broadway show some four hundred movies to millions of buyers, eating popcorn from muted sacks. Peaked by television, 165,000,000 fans pay for seats to the circuiting Roller Derby, to wrestling and boxing matches, to basketball and ice hockey. Even the cabaret tax (fifty million dollars a year) is a coast to coast link. Canasta (eight million books and pamphlets) is another link. A fabulous number of Americans talk in public at garrulous and important town meetings and forums. Each year more and more Americans, all over America, hear the great music of the world—this country has more music (15,000 concerts a year) more continuously, than any other. The night-life of America is a Jack Horner pie of infinite variety, beautiful contradiction.



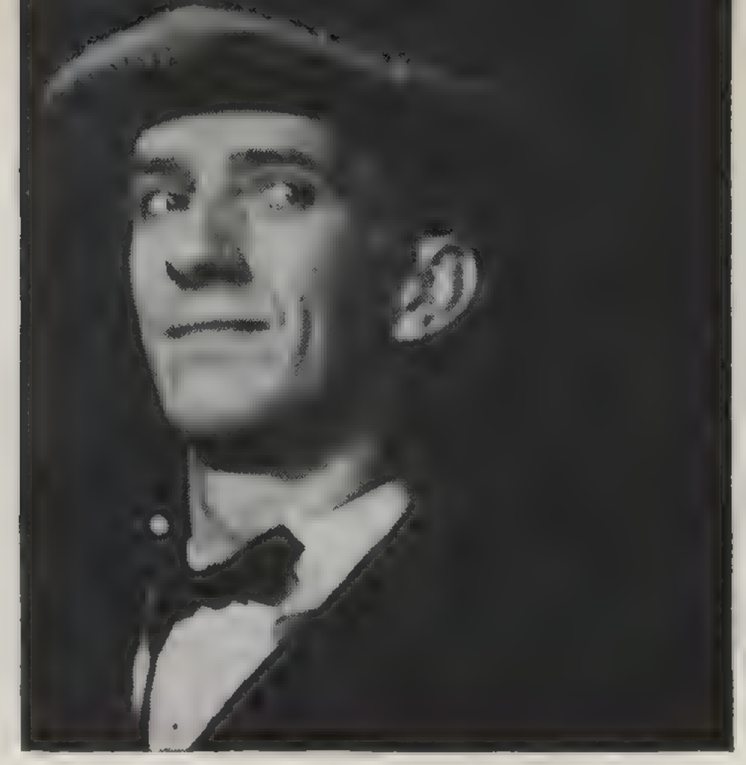
BASKETBALL

Above: America's favourite indoor sport watched by 100 million spectators at amateur and professional games. In N. Y.'s Madison Square Garden alone, a million people each season see the game.



"AS YOU LIKE IT"

Left: Katharine Hepburn playing deftly, with witty grace and irrepressible élan, makes a personal tour de force of dual boy-girl role of Rosalind and Ganymede in Shakespeare's comedy.



"THE THIRD MAN"

Below: An insidious mystery by those two masters, Carol Reed, director, and Graham Greene, story teller. They increase the film's perfection by a constant obbligato of superb zither music.



WINDOW DRESSING

Below: Department stores spend some $60 million a year on outdoor-indoor display. Window displays are credited by Lord & Taylor for at least $6 million of their total business; their "prestige window" is dressed in view of Fifth Avenue shoppers.





"GENTLEMEN PREFER BLONDES"

Above: Show girls in the classic tradition, extravagantly, satirically nude in costumes designed by Miles White. Five girls wear little else but thirty-pound hats of feathers, pearls, and Cellophane fringes, with a six-foot wing-spread, a price tag of $1,000 each in this musical hit.



NIGHT-CLUB COMICS

Above: Jim Kirkwood and Lee Goodman, an outlandish new comic team at the Ruban Bleu in N. Y., take off people. songs, and radio shows with professional precociousness.



MIDNIGHT SAILING

Right: Nearly every three weeks a *Queen* sails at midnight from N. Y.—either the *Elizabeth* or the *Mary*. Almost a half million Americans will go abroad this year.



"ALL THE KING'S MEN"

Below: The winner of the N. Y. Film Critics' Award, an absorbing, high-pitched melodrama based on the Huey Long legend.



NIGHTS OUT *cont'd*

GREAT VOICE

Right: Erna Berger, greatest coloratura plum of this Metropolitan Opera season. (The company tours about 14 cities.)



BOP CITY

Below: From five to fifteen thousand people a week pay 98 cents admission to Bop City, a Broadway concert hall for all kinds of jazz, ragtime, Dixieland, and bebop. No dancing, there is just a non-stop show.



TOWN HALL MEETING

Below: Almost 7 million Americans listen weekly to the Town Hall of the Air; here, a boy in the audience questions a point.



BALKIN-JOFFÉ

NIGHTS OUT *continued*



DÉBUTANTE DINNER

Above: Throughout the U. S. there are some 1800 débutantes in 50 cities, 24 states. At the Starlight Roof of the Waldorf-Astoria, fourteen débutante dinners preceded one of N. Y.'s major balls.



"CAESAR AND CLEOPATRA"

Left: Now in its third U. S. revival, George Bernard Shaw's fifty-two-year-old comedy holds its witty point. Lilli Palmer, as Cleopatra, is silky, sixteen, and cuddly; as Caesar, actor-director, Sir Cedric Hardwicke plays with compassionate logic in this beautiful production.



HAMBURG BAR

Left: The classic American midnight snack and a $200,000,000 business.

ROLLER DERBY

Opposite: Women stars of this cockeyed, American, new sporting hit, Gerry Murray and Bobby Johnstone, play the Roller Derby circuit of 76 cities—from September to May, make over $10,000. In training for the country's 6 teams are 500 novices.

JOFFE







sionist, whose paintings often have a fevered spontaneity, a depth of paint. (The Downtown Gallery)

15. "ALTAR" by ADOLPH GOTTLIEB, forty-six, who is a new-abstractionist. His paintings usually have recognizable totem signs. (Kootz Gallery)

16. "THE BUSINESS-MEN" by JACOB LAWRENCE, thirty-two, whose canvases have scissor-sharp edges, wrathful brilliance of colour and protest. (Coll. Mrs. William Keighley)

17. "NO. 19" by MARK ROTHKO, forty-six, whose non-objective paintings often have archaic, bone-like shapes. (Betty Parsons Gallery)

18. "THE SENTINELS" by ALEXANDER BROOK, fifty-one, whose proficient, sensitively modelled, caressingly textured paintings sometimes lack basic strength. (Whitney Museum)

19. "PROJECTING PLANES" by IRENE RICE PEREIRA, the forty-two-year-old abstractionist with mathematical precision, whose colour seems to ripple. (Toledo Museum of Art)

20. "STILL LIFE WITH SHOES" by ABRAHAM RATTNER, the fifty-four-year-old expressionist who often achieves the colours of stained glass. (Rosenberg Galleries)

21. "THE EAST WIND" by CHARLES BURCHFIELD, fifty-six, a painter of the American scene whose best work is in water colour, a more fluid medium for expressing his dissatisfactions. (Museum of Modern Art)

22. "GAS" by EDWARD HOPPER, sixty-seven, whose stripped American scenes have endeared him to a considerable public. (Museum of Modern Art)

23. "PELVIS WITH PEDERNAL" by GEORGIA O'KEEFFE, sixty-two, one of the American Immaculates with an almost Flemish attention to detail. (The Downtown Gallery)

24. "THANKSGIVING TURKEY" by GRANDMA MOSES, eighty-nine, the country's most publicized primitive. (Sidney Janis Gallery)

25. "ERIE UNDERPASS" by NILES SPENCER. At fifty-six, his considerable powers are still generally underrated. (The Downtown Gallery)

26. "SOLILOQUY" by FRANKLIN C. WATKINS, fifty-five, who, like a magician, has a certain facility in his finger tips, but sometimes is lacking in substance. (Whitney Museum)

27. "MANCHESTER" by CHARLES SHEELER, sixty-six, one of the American Immaculates, who sometimes paints an industrial scene as if he wanted to make it a blueprint. (The Downtown Gallery)

28. "HOW WAS I" by YASUO KUNIYOSHI, fifty-six, a clever texturalist whose skill often outstrips his feeling. (The Downtown Gallery)

29. "MARIANNA" by EUGENE SPEICHER, sixty-six, whose accurate likenesses are in many collections. (Whitney Museum)

30. "PHASES OF THE NIGHT" by REUBEN TAM, thirty-four, whose romantic abstractions of Hawaii are not always fulfilled in form. (His mountains sometimes have only one face.) (Coll. Mr. and Mrs. Donald H. Peters)

31. "WOMAN" by IVAN LE LORRAINE ALBRIGHT, fifty-two, who has a hypnotic faculty for making people attend to what interests him. (Museum of Modern Art)

32. "LAMB SHANK" by WILLIAM BRICE, twenty-eight, who is already in solid command of his medium. (Coll. Edith G. Halpert)

33. "SIXTH AVENUE ELEVATED AT THIRD STREET" by JOHN SLOAN, seventy-eight, whose draftsmanship shows a biting mind and yet a compassionate heart. (Whitney Museum)

34. "THE VILLAGE CHURCH" by LYONEL FEININGER, seventy-eight, whose paintings, a variant on Cubism, have a strict, almost architectural concept. (Buchholz Gallery)

35. "THE OLD MAN" by WALTER STUEMPFIG, thirty-five, a romantic realist. (Durlacher Brothers)

36. "THE BUCCANEER" by KURT SELIGMANN, forty-nine, a surrealist with an exact technique and a theatrical effect. (Durlacher Brothers)

37. "DEATH AVENUE" by REGINALD MARSH, fifty-one, a concerned social observer who remains an illustrator in the best sense. (Reginald Marsh)

38. "TEA PARTY" by DAVID BURLIUK, sixty-seven, who often shows an exuberance. (Coll. Mrs. Nettie Rand)

39. "ARCHAEOLOGICAL TREASURE" by HYMAN BLOOM, thirty-six, an expressionist whose canvases have a half-smothered glow. (Coll. Edgar Kaufmann, junior)

40. "MISSOURI MUSICIANS" by THOMAS HART BENTON, sixty, a founder of the Blue-jeans school. A conservative whose draftsmanship has a jocular bite. (Coll. Myron G. Buchsbaum)

41. "POLITICIANS" by JOSEPH HIRSCH, thirty-nine, whose paintings have feeling, stretched forms. (Whitney Museum)

42. "EXCAVATION" by PETER BLUME, forty-three, a surrealist who enamels his canvases to an effect of brittleness.

43. "GREEN VOTIVE LIGHTS" by LOREN MACIVER, forty-one, a sound painter with an independent, original mind, and perhaps too dry a texture. (Coll. Mr. and Mrs. Robert D. Strauss)

44. "HUDSON RIVER LANDSCAPE WITH FIGURES" by ABRAHAM WALKOWITZ, seventy, a pioneer modernist and controversial figure since 1908. (Museum of Modern Art)

45. "LIGHT OF THE BOROUGH" by WILLEM DE KOONING, forty-five, who gets an exciting stir of metropolitan movement into abstract canvases, invariably compelling because of their freshness of colour. (Egan Gallery)

46. "INTERIOR" by BEN SHAHN, fifty-one, whose development is constant. (Coll. Mr. and Mrs. Walter Paepcke)

47. "AUGUST" by LEE GATCH, forty-seven, whose paintings, a haze of colour, are enriched by his beautifully weathered frames. (New Art Circle)

THE SCULPTURES

A. "KNEELING FIGURE" by ROBERT LAURENT, fifty-nine, who commands both his material and his craft. (Whitney Museum)

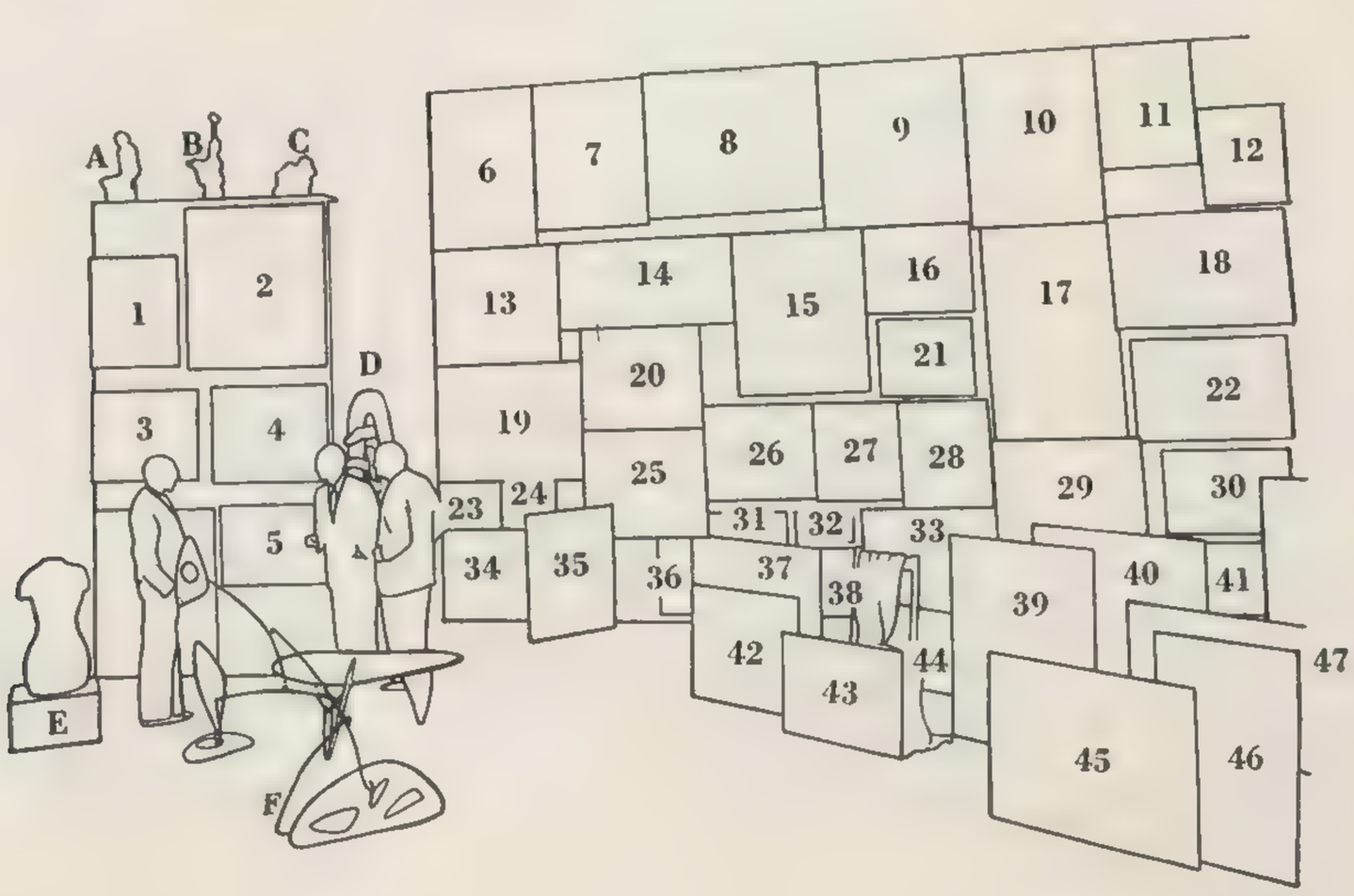
B. "TAHSTVAAT" by DAVID SMITH, forty-three, who has found new things to say by and through metals which formerly belonged mainly to engineering. (Willard Gallery)

C. "OPALIA" by JOSÉ DE CREEFT, sixty-five, who gives a caressive attention to his material. (Passedoit Gallery)

D. "CRONOS" by ISAMU NOGUCHI, forty-five, can both probe and excite by his explorations. (Egan Gallery)

E. "TORSO" by WILLIAM ZORACH, sixty-two, whose sculpture has softness, affection. (Whitney Museum)

F. "RED IS DOMINANT" by ALEXANDER CALDER, fifty-one, whose hairline balance in motion is his invention and his signature. (Buchholz Gallery)



HERBERT MATTER



AMERICAN CHECKS WITH WHITE BEAUTY SPOTS

A fresh word every spring, a compliment in any era to American looks, checks are fashion gold in 1950. They appear in every possible variation of their normal rôles: coats, suits, strict street-scene dresses. They appear with news in silky late-day stuffs. They appear at their striking best with white, pure unadulterated white. Wear black-and-white checks with black shoes, black bag, and—white gloves, white scarf worn in a new floppy fichu, little white hat, white umbrella case; white blouse, or bow, or great big collar and cuffs, or one carnation; and this year with checks wear your pearls. *Top right:* Check the grand-scale collar, the grand-scale checks; new hip-bone jacket-length; the tubular line of the jacket, narrower tube of the skirt. Check the stiff white bow. Double-breasted black-and-white wool jacket, black wool skirt, piqué gilet; by Philip Mangone, about $155; Milgrim; Carson Pirie Scott. Black rough straw hat from Lilly Daché. *Below right:* Check the belted jacket, the straight skirt; the piped, right-angle details; the possibility of this suit under a fur coat right now. Check the white scarf worn in a new soft way. Suit by Paul Parnes in Hockanum worsted, about $125; Altman; Jelleff's. Lambskin gloves by Aris, $5; Altman. Silk crêpe 36-inch square by Sally Gee, $3, Stern's.

Opposite page: Check the news of checks after five, for late afternoon through little dinners. Check the full skirt among the slender; the windowpane-patterned silk taffeta; the below-elbow sleeves; the white scarf tucked in loosely like a fichu. Navy-blue and white suit by Mollie Parnis, about $100; at Bergdorf Goodman; I. Magnin; Frost Bros.; Marshall Field. Silk crêpe scarf by Glentex, $3, Bergdorf Goodman. White cotton gloves by Crescendoe, $6; Bonwit Teller. Checked designs, both pages, selected for the March of Dimes Fashion Show.

FRANCES MCLAUGHLIN

VOGUE, FEBRUARY 1, 1950

VOGUE PRESENTS

53 LIVING AMERICAN ARTISTS

PHOTOGRAPHED BY HERBERT MATTER
IN THE MANNER OF
THE SEVENTEENTH-CENTURY PAINTER TENIERS



Vogue chose these six sculptures, these forty-seven paintings out of the great store of living work, ranging from conservative to non-objective, by artists with such melting-pot names as Noguchi, Benton, De Kooning; ranging from seventy-nine-year-old John Marin to twenty-seven-year-old Theodoros Stamos. Then Vogue asked Herbert Matter, distinguished as a designer, to compose this photograph modelled on the painting by David Teniers the younger, who put on one canvas the collection of the Archduke Leopold Wilhelm. The Teniers, incidentally, is now on an exhibition tour in this country as part of the fabulous Art Treasures from the Vienna Collections.

THE PERSONALITIES

ALFRED H. BARR, JUNIOR, *left*, the first and powerful director of the Museum of Modern Art, now Director of the Museum Collections.

ROBERT B. HALE, *centre*, the new Associate Curator of Painting and Sculpture in the Department of American Art at the Metropolitan Museum.

HERMON MORE, *right*, Director of the Whitney Museum of American Art.

THE PAINTINGS

1. "TRANSCONTINENTAL" by MARK TOBEY, the fifty-nine-year-old inventor of "white writing." His minute, mystical forms, formal and delicate, are superbly textured. (Willard Gallery)

2. "FLUTE SOLOIST" by MAX WEBER, who at sixty-eight still has a vein of fantastic caricature, a jewelled colour. A great friend of Henri Rousseau, he was one of the first American exponents of the modern movement. (Rosenberg Galleries)

3. "SHORE BIRDS" by MORRIS GRAVES, the thirty-nine-year-old romantic painter, inventor of his own subjects—those nocturnal expeditions among bird life which seem more like Poe than Audubon. (Coll. Alfred H. Barr)

4. "THE RISING SEA" by JOHN MARIN, the seventy-nine-year-old master of motion. His paintings, explicit and reserved, need much looking at before their inner warmth is discovered. (An American Place)

5. "NO. 21" by JACKSON POLLOCK, the thirty-eight-year-old non-objective painter, the most publicized of his group. The interlocked writings of his canvases, have vibrancy, shimmer. (Betty Parsons Gallery)

6. "SALT SHAKER" by STUART DAVIS, the fifty-five-year-old witty abstractionist, who is at his best when he preserves his sense of space. (Coll. Edith G. Halpert)

7. "MONUMENT IN TIME" by THEODOROS STAMOS, the twenty-seven-year-old romantic colourist. (Betty Parsons Gallery)

8. "WALL PAINTING" by GEORGE L. K. MORRIS, the forty-four-year-old experimental abstractionist. (Coll. Edith G. Halpert)

9. "MOONSTRUCK" by WILLIAM BAZIOTES, at thirty-seven one of the newer romantics, who weds persistent examination of lunar colour with wavering contours. (Kootz Gallery)

10. "SEATED BLONDE" by MILTON AVERY, fifty-six. Art critics have called him an American Fauve. (Rosenberg Galleries)

11. "BATHROOM PERSPECTIVE" by HEDDA STERNE, the thirty-four-year-old abstractionist, who has in paint some of the airy balances of Emily Dickinson's poetry. (Betty Parsons Gallery)

12. "MOTHER AND CHILD" by MAURICE STERNE, the seventy-one-year-old conservative. (Whitney Museum of American Art)

13. "SOWING" by ROBERT GWATHMEY, forty-seven, whose rhythmic, socially conscious canvases are mainly on Negro subjects. (Whitney Museum)

14. "HOMAGE TO BOSTON" by JACK LEVINE, the thirty-five-year-old expres-

LIFT PAGE





AMERICAN CHECKS

continued

For spring, spring 1950, checks are Fashion with a capital, appear in all the year's first day and late-day Shapes. Here, a case in point. Check the conic cape sheared just clear of the waist. Check the blade of skirt. Check the silhouette: very full above the belt, then spare as possible. Check the evidence of white: blouse, gloves, cuff of hat. Cape-suit by Cymonette in black-and-white worsted, $50; Saks Fifth; Neiman-Marcus; L. S. Ayres. Felt and piqué hat by Betmar, $5; Saks Fifth Ave. The gloves, Beautydoe lambskin, $7; Altman.

MCLAUGHLIN



Check the 1950 double standard: a suit that's supple above the waist, narrow and straight below. Check the cuff-ring around the hips; the waistline, little with tucks, the littler for a patent leather belt. Check the plumb-line of the skirt. Count the whites: hat, gloves, pearls, carnation, even the umbrella case. Suit by Maurice Rentner in brown-and-white Forstmann wool. $235; Bonwit Teller; Hutzler's; The Dayton Co.; Kaufmann's. Piqué hat by Suzy U. S. A., $7; The Wear-Right cotton gloves, $4.50; both at Bonwit Teller.



It's a spring for checks . . . right now. The clothes on these two pages will work as well under furs, a winter ulster, as they will with just a hat and gloves on a late-May day in town. Check point: now and in May, wear checks with white. *Top left:* Check the deep-cuff elbow sleeves; the free, loose jacket lines belted fast; the deep dolman shoulder. Lightweight wool suit, $90 (and pseudo pearls), by Eisenberg; Franklin Simon; Carson Pirie Scott. White straw beret, $11; Knox. Cowhide belt, $7.50; Phelps. *Centre:* Check the narrow line; modest dolman shoulders; white collar. Davidow design in worsted, $95; Bloomingdale's. *Below left:* Check the effect: understated, exact, unpriceable. Rayon taffeta dress by Hannah Troy, $45; Saks Fifth Avenue. White gloves on this page by Van Raalte, $3.50; from Lord & Taylor.

AMERICAN CHECKS *Cont'd*





Furniture on pages 154-159 from New Design.

Opposite page: Check the sleeve length; the loose, hard-belted, dolman lines; the winging white collar and cuffs. Two-part dress of nylon and Bur-Mil rayon by Aywon, $30; Russeks; Himelhoch's; H. P. Wasson; Famous-Barr. Balloon cloth carnations by Flower Modes, $2.50; Bonwit Teller. Fownes gloves, $3; Arnold Constable. The hat, Lilly Daché.

FRANCES MCLAUGHLIN



AMERICAN BLUES

WITH WHITE BEAUTY SPOTS



It's an American natural: this bright and clear and precise look of blue and white. It's 1950: to use white as a colour; to wear with blue the biggest white collar you know, a white hat, white gloves, in some cases a white belt. It's 1950: to keep late-day engagements in blue and white; to wear navy blue when you might have worn black:—low-cut blue with a white piqué collar after five; navy-blue taffeta, white hat, for theatre evenings.

Opposite page, left: Piqué intricately manœuvred on a narrow dress; good advice under furs; $110.

Right: Afternoon blue and white; scooped-down neckline and cuffs chalked off in piqué on a narrow dress; $115. Both dresses by Anna Miller in crêpe of Avisco rayon and Eastman estron (acetate) at Saks Fifth; Garfinckel's; Ransohoffs.

This page, right: After-five blue and white; extra-large piqué collar set askew on the décolletage. Double-breasted dress in serge of Enka rayon, by Sara Ripault, $80. Lord & Taylor.

Left: White scarf worn in a new soft, large way; on a jacket with scant waist, shoulders made much of by the low yoke line, over a narrow-skirted, sleeveless dress. By Larry Aldrich in Hockanum wool, silk taffeta scarf, $110; Rosette Pennington; Himelhoch's; Gimbels, Phila.





AMERICAN BLUES

continued

A good thing becomes celebrated. Blue-and-white, right now and into spring, is an exclamation point. Right now when navy blue is a night and day shade; right now when the white beauty spot—a glove, a lilac, an extravagant collar, a peck of pearls—has the importance, the effect of a shock of colour.

Above: Among the best and newest of shapes, this sweater suit bound off at collar, cuffs, and hips with knitting. Good under furs, with a jot of white scarf. Suit of worsted crêpe with hand-knit bands, $135; Polly's.

Right: Blue-and-white gone more-so: a bigger white collar, deeper white cuffs than recent springs have seen. The dress a quiet, competent shape with a slant of buttons. By Sheila Lynn in wool crêpe, $40; Peck & Peck; The Broadway.

Top left: Two thoughts for 1950: the shirtwaist dress; the outsize white collar and cuffs. The dress, a Jacques Fath design for Joseph Halpert, in crêpe of Enka rayon, $125; Lord & Taylor.
Right: Blue fur, rising American star, worn here with a narrow blue skirt; big, loose, white scarf; white jewellery, gloves. Broadtail-processed lamb, soutache-bound. Ben Reig design by Omar Kiam; Henri Bendel.
Far right: For little evenings, a scooped and narrow day-length dress of silk taffeta; worn into spring with white hat, pearls. Dress, $70, with its taffeta coat (not shown), $145, by Paul Parnes; Rosette Pennington.

"AMERICANS ARE..."

The impact of America upon European culture

BY BERTRAND RUSSELL, O.M.

AMERICA is affecting Europe in so many ways, and at so many different levels, that it is difficult to know where to begin, or what kind of influence to regard as the more important. How can we compare, and how bring within the compass of one discourse, such disparate matters as the effect of Hollywood on the minds of shopgirls and the effect of Mr. Justice Holmes on the mind of Mr. Laski? I can not answer such a question. I will only say, to begin with, that Europeans with pretensions to culture are too apt to remember Hollywood with a sniff, and forget the respect due to such men as Holmes, who was, after all, equally a product of America. I will try to rectify this one-sidedness by dwelling chiefly upon the importance of America in the world of ideas.

What America stood for in the minds of Europeans of the early nineteenth century was, in many ways, the exact opposite of what America stands for at the present day. From 1776 to the death of Lincoln, America was the Mecca of radicals, the only large country where democracy was successfully practised. Now, America has become the bulwark of capitalism, the main hope of those who dread the advancing tide of socialism and communism, and the chief promise of stability amid the kaleidoscopic transformations that bewilder the puzzled inhabitants of Europe and Asia. I once lectured in New York in a building called the "Hall of Liberty," erected by German radicals who fled from their native country after the failure of the Revolution of 1848. Their portraits hung on the walls, and among them was the father of Heinz of the 57 varieties. The contrast between what the father hoped of America and what the son made of it (and out of it) typified the change of which I am speaking.

It must be said that the admiration felt for America by the radicals of a hundred years ago was not always well founded. When Cobden, after his triumph in 1846, was presented by his admirers with a considerable sum of money, he invested it all in the Illinois Central Railroad because of his belief in the United States. The railroad went bankrupt, and he lost every penny. It went bankrupt, not for lack of profitable business, and not for lack of skill in the management. Quite the contrary. Bankruptcy was the recognized method of transferring money from simple-minded shareholders to astute directors. But Cobden never grasped this aspect of American big business. And yet to this day Americans believe themselves so naïve as to be liable to be twisted round the little finger of any European who will take the trouble to bamboozle them.

The change in the attitude to America of European left-wing opinion is more due to a change in Europe than to a change in America. America in the time of Jefferson believed in democracy and free-enterprise, and America believes in them still. Cobden believed in them, and therefore admired America, but left-wing Europeans, nowadays, are socialists or communists, and find in America the chief obstacle to the realization of their hopes. There is also another reason for the change of sentiment: people of a rebellious disposition are temperamentally compelled to be against the rich and powerful, and America is more rich and powerful than any other nation. If you praise Sweden to a communist, he may think you misguided, but will not call you a lackey of capitalism, because Sweden is not great and strong; but if you praise America, there is no limit to the subservience and moral obliquity of which he will suspect you.

Although America is opposed to socialism, it would be a mistake to think of the country as unprogressive. Since 1933 immense strides have been taken in social legislation. And in industrial technique—which most Americans think more important than politics—the United States remains the least wedded to tradition and the most receptive to innovations of all the industrial countries with the possible exception of Russia, about which knowledge is unobtainable. In the world of ideas, also, there is a readiness for novelty which is usually absent in Europe. Anyone who has attempted to present a new philosophy to Oxford and the Sorbonne and the universities of America will have been struck by the greater readiness of the Americans to think along unfamiliar lines. And if one could present a new philosophy to Moscow without being liquidated, one would find Russians less open to new ideas than even the most hidebound old dons in our older universities. All these are facts which left-wing opponents of America fail to recognize.

In international affairs the record of America compares very favourably with that of other Great Powers. There have been, it is true, two short periods of imperialism, one connected with the Mexican war of 1846, the other with the Spanish-American war of 1898, but in each case a change of policy came very soon. In China, where the record of Britain, France, Germany, and Russia is shameful, that of the United States has always been generous and liberal. No territorial concessions were ever demanded, and the Boxer indemnity money was spent on Chinese education. Since 1945, American policy, both as regards control of atomic power and as regards the Marshall Plan, has been generous and far-sighted. Western Union economic and political, which America urges, is obviously to the interest of western Europe; in fact, American authorities have shown more awareness of what western Europe needs than western Europe itself has shown.

. . . From pragmatism to the movies is not such a far cry as might be thought. I believe almost every European would agree that the English, the French, the Germans, and the Russians of some twenty years ago, all produced artistically better movies than those emanating *(Continued on page 210)*

ONLY CITY OF ITS KIND

A fantastic metropolis with a daily population of half-a-million and no residents.

BY ALICE S. MORRIS

IF NOT altogether a fantastic city, it is one decidedly out of the ordinary. To begin with, although its population over a single day exceeds that of Cincinnati, and over a year that of the Soviet Union, inhabitants it has none. Except for fifteen cats, nobody lives there. Then there are the ten glass avenues—charming anomalies in a city whose prevailing architecture has been described as "Beaux Arts classical Renaissance copybook," a style in flower in the early 1900's when the city was built. These ten avenues or tubes of glass (for they have glass floors and ceilings as well as glass walls), grouped in two stacks of five, rise one atop the other at the city's eastern and western boundaries affording a progression of views out over the city and its environs.

There are other eccentricities. The city's streets, which are patrolled by policemen and lined with shops like the streets of other cities, are empty of taxis, trucks, buses, or cars of any kind. A curious air of hush and hustle that derives in part from this absence of wheeled traffic (except for a rare hand truck or wheel chair) is heightened by the unusual tempo of the pedestrians. For twenty cutting along at furious clips on set courses, ten stand still as stones or shift about uneasily in self-imposed orbits of only a few feet. And all of them are clock watchers.

Nor does this city open anywhere to the sky. To its outermost limits it is ceiled over and shut away from wind, rain, snow, sleet, and the heat of the sun. Even the city's marble plaza, commanded by its three great balconies (from which church and state dignitaries sometimes address the crowds), looks up to a man-made heaven where even at noon the stars are out.

It should be said at once that one cannot find this city on any but the most local map. It has a street number which might lead one to imagine it was a house in a block of others, and a name which suggests it is not a city at all. Both are misleading. No. 89 East 42nd Street covers seven aboveground and forty-one underground acres, and to three-quarters of its populace there is more city than terminal to Grand Central Terminal.

In this city's squares and thoroughfares, signs of railroading are meagre and muted. As for trains, they are not to be seen and seldom heard there. Out past the city gates, down dark-descending ramps, the trains are kept in the cellar. In fact, from stationophiles who hanker for handy views of idling locomotives, there have often been complaints about it.

People who love cities, though, find what they like in Grand Central city. It has shops, movies, an art gallery, bar, a police station, a hospital, a built-in office building, a broadcasting station, and a string of restaurants that stretches from milk bars to *maîtres d'hôtels.* Its ceiled "pedibahns" connect with nine outlying office buildings, the Yale Club, and three hotels: the Commodore (named for the city's founding father, Commodore Cornelius Vanderbilt), the Biltmore (named after the ancestral Vanderbilt town in Holland), and the Roosevelt.

Without benefit of this outskirt, though, a chance citizen of Grand Central proper can buy a boutonnière, a bouquet, a book, a bottle, a bonbon, a barometer, a thermometer, a toy, a trick, a theatre ticket, a topcoat, a stickpin, a wedding ring, a painting, a plane trip, a jigsaw, a palette and a paintbrush, a potted ham, an orange, a honey bun, a newspaper, and a racing sheet; visit a newsreel, an art show, and a television studio; order a dry Martini, a ham-on-rye and a black-and-white, a bird and a bottle of Piper-Heidsieck, or a dozen celebrated clams or oysters at a bar that opens five million mollusks over the year; have an emergency baby; make a telephone call; send a wire; hire a messenger; mail a letter in a sublimated postbox that scoffs at stamps; change from a drone into a butterfly in a 10c dressing room; get arrested; get a drink, a shine, a stogie, a manicure, a shower, a shave-and-a-haircut or a wave-and-a-haircut; crib a baby long enough to make his formula and feed him; have a key made, a card printed, a hole invisibly mended, a hat cleaned and blocked on the spot, and a dress cleaned, a shoe mended, or a bag of laundry done overnight; rent an office, a book, a chauffeured Cadillac or an empty Buick; hear (on records) Toscanini conducting an orchestra and Bing driving his "Mule Train," or (in person) Mary Lee Read lifting hymns and Handel out of the Orgatron on the north balcony during holiday seasons. (Mrs. Read, "the first person to mate music to railway stations," exclaimed when she saw Grand Central: "Mary Lee, if they'll just let you put music into this magnificent place!" They let her, and with one exception she has the run of the keyboard; "The Star-Spangled Banner," since her performance during the war brought the city to a calamitous standstill, is outlawed.) Unlike the canned music and commercials, recently banned, Mrs. Read still plays.

The city's shops say that Grand Central citizens, as a clientele, are different from ordinary city folk. Between those with time at their backs who know exactly what they want, and those with time to kill who often don't want anything, they provide little opportunity either for salesmanship or experimental merchandise. The liquor store abides by standard brands. The city's three bookshops stick close to the current book lists.

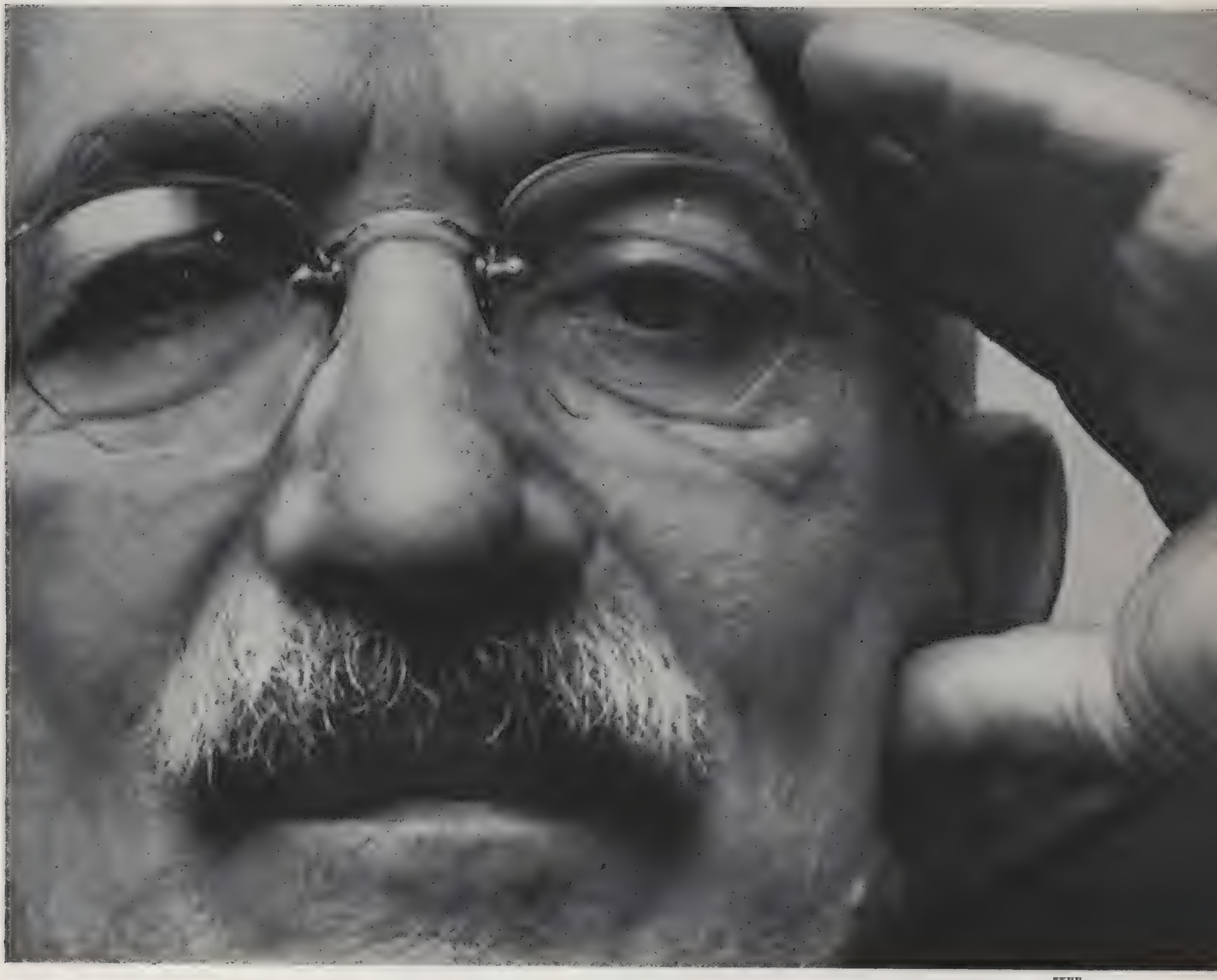
One book-and-record store claims, moreover, that people in Grand Central are even more mixed-up than elsewhere—probably because they're in so much of a hurry. Plenty of travellers, they say, swing in past their book displays to buy train tickets and are miffed to find they can't. Other confusions noted in the store are *(Continued on page 194)*



DR. RENÉ J. DUBOS

LIFE SAVERS

He is the discoverer of the fundamental principle on which all recent antibiotic research rests; as such, Dr. Dubos belongs to the small group of twelve or so American scientists who have made great basic and historic discoveries. In 1939, he succeeded in extracting from the soil a kind of bacillus that could attack certain germs of disease, and then he extracted the chemical substance by which that soil bacillus kills disease germs. That antibiotic substance he called gramicidin. As soon as Dr. Dubos published his findings, thousands of scientists all over the world started to look for, and, in some cases, to find, other common microbes producing substances that could be used as life savers in the treatment of disease. A husky, easy-talking man with a generous mouth, a mobile, laughing face, blue eyes, a slight French accent, and the pink, healthy skin of a country walker, Dr. Dubos, of the Rockefeller Institute for Medical Research, is the author of the new book, *Louis Pasteur—Free Lance of Science*. There he re-creates and analyzes, through his own unique knowledge as a discoverer, the psychological and scientific atmosphere in which discoveries are made.



OF LIFE

DR. SELMAN A. WAKSMAN

He is the discoverer of the potent antibiotic, streptomycin, the first effective drug ever found capable of combatting tuberculosis in man. Dr. Waksman, who later developed neomycin, is also the greatest force in the world behind the theory of competitive aggression among microbes. This theory helped lead Dr. Dubos to his discovery, which, in turn, led Dr. Waksman to the field of antibiotics. There has been a curious weaving of their scientific interest, since Dr. Waksman was Dr. Dubos' teacher for three years. (Now, both are concerned with tuberculosis; Dr. Dubos has left antibiotics to study the mechanism and prevention of that disease.) A rumpled, gentle, easy-talking man, with well-cut lips, brown eyes, and a slight guttural accent, Dr. Waksman, of Rutgers University, has a wise smiling face, the teaching gift of making soil microbiology and its related fields comprehensible to laymen. (He has published eight books and three hundred scientific papers.) In 1949, already internationally honoured, he received twelve medals and awards. The new direction of his interests lies in the search for an antibiotic agent effective against the deadly viruses.

AMERICAN DESIGN MID-CENTURY



Walnut table, by Jans Risom, closed, 40″ x 40″, extends for eight. $219. New Design. The white china, by Castleton, awarded a prize by the Museum of Modern Art, is named "Museum Shape." Coffee pot, $20, cream pitcher, $6.50, at Altman. Crystal water goblet with tear-drop stem, $135 a dozen, at Steuben. Chair by Eero Saarinen, moulded plastic shell. To order through decorators: Knoll Associates. *Below:* An abstract painted in oils by Hans Hofmann. At the Samuel Kootz Gallery.

Modern pieces, now with the warmth of familiarity, are shown here—as they are used —side by side with pieces as traditional as the sterling silver in the photograph at the top of the page, Lunt's "Early American" pattern. On page 217, details of silver and the other designs shown with it.

HERBERT MATTER

AMERICAN FOOD— FOR BETTER OR WORSE

BY ELLIOT PAUL

IT WOULD BE sufficient justification of cooking as an art if its results were merely enjoyable, in a sensual and æsthetic way. But for those who think of pleasure as sinful, there are better reasons for improvements in American cooking. First of all, appetizing cooking is essential to high standards of health, not only physical, but mental and moral. Nervous, unstable women, who, if their husbands attain a fairly high income bracket, become the patients of psychiatrists and psychoanalysts, are *never* good cooks, and are as tangled up in their gastronomy as in their sex. Most of them have tried vegetarianism or dieting before relaxing on the psychiatrist's couch.

The rich in America employ cooks trained in the European tradition, and in more than nine cases in ten, restrict the scope of the competent professionals to fit the maudlin limitations of the family. If they had hired a music teacher, they would not treat him that way. The poor in America, who have as much money as most of the European rich, or, at least, have access to infinitely better markets than the Old World boasts today, eat well or badly according to their origin or race.

The effect of good or bad eating on the marriage rate is open to question, since men and women mate as often in discouragement as exuberance. Careless cooking and tasteless food contribute mightily to the divorce rate, even when gastronomics are not brought to the surface in the marital quarrels. The sour frame of mind is often created by the abominable fuel by means of which life is sustained. For every unfortunate drunk having lost home, fame, self-respect, and fortune, there are thousands of masticatory cripples who have suffered more, without the solace of intoxication or oblivion. And think of the fun they have missed, of the alluring aromas, the tang and fragrance, the tastes in myriad variations, gradations, and nuances, the *olfacti* that have gone by the board, the smiles that might have been engendered, the tender and generous impulses that died unborn, the after-dinner peace that passeth all understanding, the power and the glory of man's prime necessity and satisfaction, i.e., food.

Food and drink, it goes without saying, are two mighty wings, each dependent upon and complementary to the other. And while it is true that Americans, for the most part, have no taste for wine and prefer sweet ones, it is not impossible that Americans, having progressed so far, can learn a few more things and improve their condition. Infants dislike anything new that is given them for food, and protest in the only ways they know against each article that is added to their diet, especially if it has a texture to which they are not accustomed. Many adults are even more incorrigible and believe that at some time near the beginning of adolescence their taste was "fixed" forever and their likes and dislikes of that date are irrevocable. The best way to learn to eat well is to follow the suggestions of someone who knows how and *learn to like the fare.*

Americans could learn much from the French custom of measuring ingredients by weight. And if an American cook will buy a dependable pair of scales, the deceptive price tags in the markets will shed their camouflage and the true cost of various foods will be revealed. For instance, under modern American marketing methods the vegetable course often is the most extravagant. Butter is about 75c a pound, and steak is about 98c; but a pound of butter is a pound of food with a consistently high caloric content, and it can be used to the last ounce, while a pound of steak is part waste.

Consider green peas at 29c a pound. A pound of medium-sized peas in the pod, when shelled and isolated, contains about 240 peas, or ten tablespoonfuls. The edible peas will weigh one-third of a pound, and the price for the peas which may be eaten, therefore, mounts to 87c a pound. At first glance, that would indicate that green peas cost almost as much by weight, which is the valid standard of comparison, as sirloin steak, Grade "A." Again the scales will bare the truth. When the fat is cut from the sirloin steak (the fat that has been left there after the butcher has cut off all he can stand to lose), the pound of steak will weigh two-thirds of a pound, at the most, and the edible steak costs $1.47 a pound.

Asparagus is sold, by the pound, with a stem attached that is useless except for possible emergency service in an open fireplace, as fuel. One pound of asparagus, at the store, contains half a pound of low- *(Continued on page 212)*

SPRING FASHION LANGUAGE: AMERICAN ACCENT

This is the fashion language for spring, 1950—in it, a new proportion of native, rather than naturalized ideas. Without question, the best fashion of this year carries a clear American accent (which just could turn out to be international!).

THE SHIRTWAIST DRESS, America's own easy dress, will register the new silhouette in either one or two pieces. It will be loose about the bodice; small, but not too squeezed at the waistline; lean, or looking so, below. The American woman will have the skirt chalked at about fourteen inches from the ground (fifteen, if her legs are long and beautiful); she'll wear to the fitting a narrow, high-heeled shoe; a flatter corset than she would have worn last year; a brassière shaped to a round rather than a pointed line. And she'll see—and how right she'll be—that the dress fits into its time, if it falls in an easy, breathing line over the body.

THE LUMBER-JACKET LINE, a born American, is news again. It by-passes the waist and makes its point at the hips, where it meets a splinter skirt. It might be a slightly indented middy-blouse line; a long, straight blouse and skirt; a two-piece dress with a flat-falling pleated skirt; it might appear in the evening as a long-waisted dress with a strong suggestion of a narrow middle.

THE BOX-JACKET SUIT has one invariable rule: a skirt as straight as an arrow. The jacket can be as short as the waistline, or can really be a coat. Its silhouette can be a full triangle, or can be severely straight. Almost always, its shoulders are curved. The newest box-jacket idea is a jacket spread into a bolero so short that it looks like a baby poncho with no buttons anywhere—rather, a slot for the head; and always, short sleeves ending in cuffs at the elbows. The box-jacket suit is done this spring in paper taffeta, printed tie silks and Shantungs, as well as woollens; often with pussy-cat bows, small hats.

THE BLOUSED-BACK SUIT is with us in a thousand versions—easy bulk over narrow skirt, jacket always belted; materials, silk, wool, everything.

AMERICAN BLUES. Spring of 1950: navy-blue suits, dresses, furs (furriers have dipped everything from mole to Russian broadtail into vats of ink-blue dyes). There are navy-blue serges to consider again, and navy-blue tie silks and taffetas for day. There are navy-blue's accessories—navy-blue, or black, or butter. Or better than any, better than ever, flashes of white.

WHITE BEAUTY SPOTS. If we named (and we do) our accent of the spring, it would be white . . . white beauty spots. Snowy hats. Spreading white collars (there's a big new white collar class). Fichu scarfs, gentle and brilliant in white organdie. (One American designer does a series of suits in men's-wear, flannel, tweed, with white organdie fichu scarfs foaming at every neckline.) There are enormous chalky beads. And pearls, more pearls than you ever saw before. Belts—washable white calf ones; glistening porcelain-white patent leather ones. Even umbrellas, white silk Shantung ones. And white flowers; white carnations, and newest, white roses, lilacs. And those "hundreds of pairs of white gloves." You'll see white beauty spots with navy-blue; white *in* checks and *with* checks; white with almost everything excepting grey. For grey leads a new life now. *(Continued on page 219)*

NEWS: GREY+COLOUR

GREY COVERT+YELLOW

We couldn't go to press without America's spring habit, the grey suit. We couldn't see it more freshly than with *colour*. Here (and the next pages), grey's news. First, yellows, touching up grey. Suit, slender, feminine. Of Miron worsted covert cloth; by Handmacher, $65. Sailor hat of wheat-pale straw worn at the brow. Pale yellow gloves by Superb, $5. Pseudo-pearl earrings set in prongs, $3 plus tax. All, Lord & Taylor. Silk taffeta scarf by Ben Goodman, $5; Jay Thorpe. Suit, also Vandervoort's; Seidenbach's; Jordan Marsh. And with greys, yellows, Vogue sees the enhancement of pink. Pink veil for the hat. Pink veil for the face—Max Factor Hollywood's "Natural-Rose" Pan-Cake Make-Up. HORST





GREY FLANNEL+APRICOT

GREY FLANNEL+BLUE

Grey flannel as we'll live in it in the spring of 1950—new grey, touched by nothing but colour. *Above:* Apricot (*pink* apricot) touching up grey—delicious news. Further news, the sleevelessness of a dress of Juilliard worsted flannel cut for day, dinner. The bolero's lining, the scarf, of silk Shantung. By Larry Aldrich, $90. Richelieu pseudo pearls. All from Henri Bendel. Costume also, Hudson's; Woodward & Lothrop; I. Magnin. Henri Bendel's "Merrie-Merrie" lipstick. *Opposite:* China blue touching up grey. Pointed yellows. A Worumbo flannel suit with everything of this spring in its box jacket, lean skirt. All by Christian Dior–New York. Ready Feb. 15 at Bergdorf Goodman; I. Magnin; Hudson's; Harzfeld's. Marie Earle's "Earle Red" lipstick.

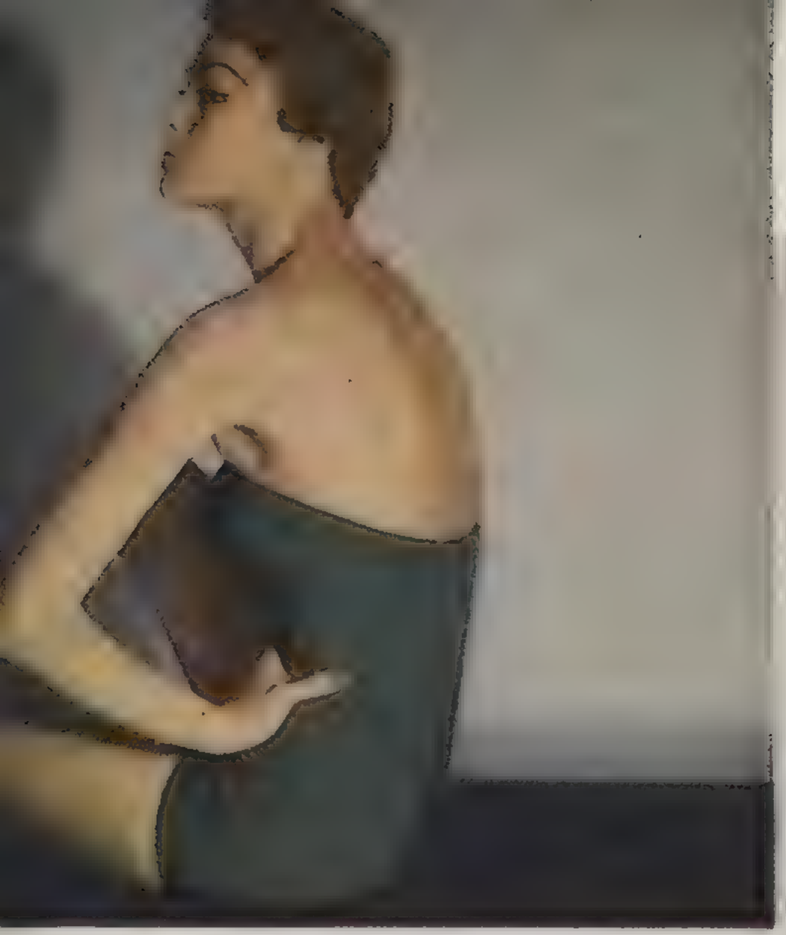
HORST

THE GOOD GAY COAT

AMERICAN CLASSIC: NEW EDITIONS

Firm U. S. A. fashion: the coat in gay colour—not as an extra but as a standby. These, newest. *Left:* New brightness, sliced lime. Steep shawl collar, tiered sleeves, drop shoulders. By Schiaparelli—New York, in Stroock fleece, about $110; Lord & Taylor; Wm. H. Block. *Right:* Rosy orange: bloused shortcoat, big sleeves. Complement to narrow skirts. By Bellciano, in Forstmann wool, about $90; Altman; Hutzler's.

Coming fashion: the pink coat. *Left:* This one, a delicious, ice-cream colour, cut like a man's shirt, elongated. By Lassie Jr., in Milliken fleece. $40; Altman; Carson Pirie Scott. *Right:* The red coat, this time with a tangerine flavour. Big, but not bulky, with new, low lapels. By Originala, in Stroock wool-and-alpaca fleece, $150; Bonwit Teller; Kaufmann's.



Nylon-with-Laton swim suit, $15

American accomplishment: the total price of this South and summer wardrobe-in-a-nutshell, $82.



Evening separates, $6 and $15

The nutshell wardrobe: swim suit of nylon; evening and play clothes of cotton; an ever-ever dress with an unassuming cut, of pure silk.



Silk Shantung dress, $35

Denim shorts, $3; jacket, $8



BALKIN

A LITTLE GOES FAR:

a Trip, a Wardrobe

For $189.06, tax included you can fly to the Virgin Islands and back on a holiday. You can live and eat for ten days at an excellent hotel in St. Thomas, Blue Beard's Castle, for $100 (American plan). You can go spend a day in St. Croix; fly there and back for $12.42, tax included. And for about $150, with shoes included, you can be dressed for the life you will lead right down to a Saturday night dance at the Club Contante in St. Thomas (*if* you are introduced by a friend staying there). The proof of the wardrobe is, in a nutshell, on these pages; is rounded out on page 206. The sweaters you will want to take, the stockings, gloves, are left to your own present closet to supply.

Opposite page: Bathing-suit by Mabs of Hollywood in nylon taffeta with Laton. Evening shift-top of Wesley Simpson cotton taffeta, and skirt of Everglaze chintz by Everfast, are Nelly de Grab designs. White linen opera pumps by Twenty-Ones, $11. The silk Shantung dress is a Nantucket Natural. Jacket and shorts by Korday in Erwin denim, with Scovill Gripper fasteners. All the clothes are from Mary Lewis.

T-Shirt Dress *right:* news of T-shirt cloth in a cardigan dress; easy to wear, easy to care for; surprisingly elegant, surprisingly priced. Dress by Serbin in red-and-white Wyner knitted cotton, about $13; Lord & Taylor; A. Harris; Marshall Field. Not included in the estimate price, but nice to own: mock pearls by Coro; 60-inch rope, $7.50; earrings, $1, plus tax; white cotton gloves by Shalimar, $3.50; all are from Lord & Taylor.

Ten days in the Virgin Islands, plus the fare, plus the wardrobe: less than $500.

Photographed with furniture designed by Noguchi, from Herman Miller Furniture Co.





FRIENDS OF MRS. EXETER:

GOOD SUITS+

MRS. GEORGE F. VIETOR

Like many friends of Vogue's Mrs. Exeter, Mrs. Vietor puts great stock in a good suit, which she illuminates with pearls, flowers. . . . Here the primary beauty is a suit of grey Forstmann flannel, the jacket fitted with a bit of a flare. A Sophie original, ready-to-wear, about $185. The plus: white felt beret by Tatiana du Plessix, to order. Both, Saks Fifth. Suit, also Nan Duskin; Harzfeld's. HORST



Here, the good-suit-plus plan worked out three other ways, involving, each time, a small hat, veiled; some special interest at the neckline; chalk-white gloves. *Left:* Lighted for afternoon by white beauty spots (shining white), a smoothly tailored suit of navy-blue worsted gabardine, the jacket scrolled with embroidery. By Isman. $100; Altman. White satin hat; Florence Reichman. The alligator bag, $110 plus tax; Lederer de Paris.

Below: Black with a liveliness. The bold lapels and the blouse, checked caramel and black rayon crêpe; the suit, black Botany worsted. By I. Doctor. About $110; Altman. Caramel, too, the straw hat, with black grosgrain bows, and a cage of veiling; Lilly Daché.





Left: Soft-as-a-dress suit of navy-blue Forstmann wool serge, the sleeves in the newest length—just so far below the elbow, the broad cuffs to be met by the gloves. White beauty spots: the white grosgrain hat, wing-feathered; white silk scarf, blue-dotted, knotted with lilies-of-the-valley. Suit, $135; Lord & Taylor. Hat, Florence Reichman. The gloves, this page, white cotton ($4), are by Dawnelle, at Best's.



VERY AMERICAN: THE LONG-LEGGED LOOK

Daily compliments to the American girl's long legs and slender feet: American nylon stockings; good American shoes. New compliments: these latticed evening sandals of taupe satin; stockings with a new "shadow shell" reinforcement. Sandals by Evins, to order at I. Miller; I. Magnin; Kaufmann's. 15-denier 54-gauge nylon stockings, by Bryan, $1.95; Milgrim.

HORST

New shoe necessity: the afternoon shoe, openly pretty as an evening slipper but in the leathers of the all-day shoe. In form, the afternoon shoe is a "stripling," straps rising from a sole-and-heel or from a closed sandal, a scooped-out opera pump. Usually with a high heel; always with a way of praising the ankle and emphasizing the long-legged look that is one of an American woman's assets, especially with skirts at a par of 14".

"STRIPLINGS" AFTERNOON SHOE NEWS



1



2



3



4

5

1. Crisscross strippings of creamy blond Allied kidskin, colour continuity for some of the new face-powder tints of stockings. $22; Andrew Geller.
2. Straps as narrow as baby ribbon, evenly spaced, evenly balanced, for a closed-toe sandal of taupe suède. By Newton Elkin. $24; Lord & Taylor.
3. Side-slanted straps winging up from a curved shell of a vamp. In brown suède. $27; Bonwit Teller.
4. Side-swept vamp straps, an ankle-strap, a T-strap, openly united in a bold simplicity, every stroke black suède. By La Valle. $19; Altman.
5. Side-swooping straps of bright black patent leather, new side-lines on a scooped-out opera pump of velvety black suède; the tall heel black patent leather. $28; Delman.

Des Cartes



1



2



3

4

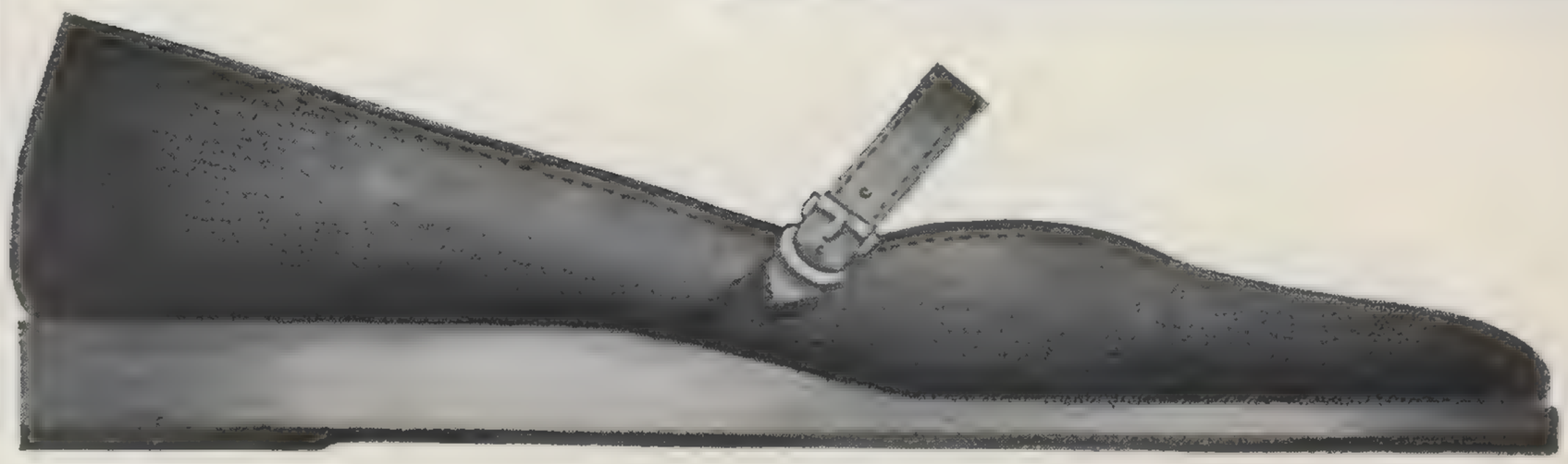




5



6



7

New sensation: soft shoes in town—soft enough to answer to the name of "kittens." Like the beloved country casual, they are not boxed, not lined; but they have a city shoe's elegance of shape, of heel height or décor. *1.* Suave red calfskin soft shoe with lattice façade, a slim high heel. By Mademoiselle. $16; Lord & Taylor. *2.* Black suède soft shoe; appliqué and curved heel of Allied kidskin. By Capezio. $13. At Lord & Taylor. *3.* Low soft shoe of navy-blue calfskin. DeLiso Debs. $13; Bonwit Teller. *4.* Soft spectator in navy-blue calf. By Arnold Authentics. $17 (ready about February 15). Bonwit Teller. *5.* Red calf soft shoe, city-slanted, with vamp-fold. $17; Florsheim. *6.* The new moccasin soft shoe on a small leather heel. Brown calfskin, suède inset. About $23; Saks Fifth. *7.* Soft wedge-shoe, suède and kid, by Joyce. $10; I. Miller, New York.

Des Cortes

HORST

"KITTENS"... SOFT SHOE NEWS

Soft opera pump of navy-blue calfskin with cross-traffic of straps, a little heel. A Millerkin, about $16; I. Miller; I. Magnin. 15-denier, 51-gauge nylon stockings by Archer in new tone called "Peach Bloom." $1.65; Bonwit Teller.



Left: Sun dress in purple and white Galey & Lord gingham, bare at the back. By Carolyn Schnurer, $30; Saks Fifth. *Right:* Separates: blue coat, $20, shorts, $13, in Wesley Simpson tweedy rayon-and-cotton. Shirting shirt, $5. By Dorothy Cox; Henri Bendel.



NEWS: EXPORTS TO PARIS.

MOLYNEUX begins a new form of reciprocity between America and France. This season, for the first time, his Paris (and London) salons will include copies of American designs, sports clothes—an American specialty—which Molyneux considers the best in the world. He bought fifty models from ten American sportswear collections. Here, one from each collection, ten play dresses and separates. Very American: their casual look, their long life expectancy, the straightforward use of simple, practical materials, the cut for comfort and freedom in action.



Left: Shorts suit, linen: blue coat, $25; blue shorts, $12; lined red top, $12. By Sportswear Originators; Saks Fifth. *Right:* Slacks suit: blue-checked cotton coat and bra, $35. Black Heller worsted jersey leggings, $19. By Tina Leser; Bergdorf Goodman.









AMERICAN DESIGNS

Above: Piqué dress, scalloped, tiered. By Frances Sider in blue Ameritex bird's-eye piqué, $30; Bonwit Teller. *Below:* Cotton play suit: boxy jacket, $9; shorts, $4; halter, $3.50. By Horgan of California in Wellington Sears gabardine, peppermint-white; Saks Fifth.

Above: Shirt and shorts: beige Moygashel linen, over brown Miron worsted. By Brigance, $70; Lord & Taylor. *Below:* Beach trio: elasticized swim suit, $11; two-piece dress (top not shown), $15. By Cole of California, in Everfast cotton print; Saks Fifth.

Above: Tennis dress, pleated; belted at the waist. By Claire McCardell in worsted jersey, $40; Lord & Taylor. *Below:* Double-time dress: skirt and cummerbund bodice that leaves shoulders bare, $23; bolero, $10. By Toni Owen in beige worsted jersey; Altman.







BALKIN



SHIRT-SLEEVE GENERATION, 1950

Shirt sleeves skip a generation? Not *this* one. The shirtwaist dress, a native American fashion currently news; the sleeve of it now becoming a fashion in itself. *Right:* Huge shirt cuffs of white handkerchief linen jutting out from the cropped sleeves of a slender shirt dress. The dress, slate-blue Julius Werk silk Shantung, a Jacques Fath design for Joseph Halpert. $125. Skull cap, white piqué with a big side whorl, a Jacques Fath design for Florence Reichman, $43. Both, Lord & Taylor.







Above: Shirt-sleeves in a new rôle, as coat sleeves. The coat, grey Hockanum wool flannel, the top bloused. By Glenhunt. $99. (Ready late this month.) Henri Bendel. *Above, right:* Billow-sleeve shirt dress in white silk chiffon with a new arrangement of pleats. By Christian Dior—New York. $235; Henri Bendel. Verdura jewels. *Right:* White Irish linen as news, as a translation of a man's dress shirt with soft pleated bosom, French cuffs. (To wear with pearls, with pleasure.) $12; Brooks Brothers.

COFFIN



MISS NIKI DE SAINT PHALLE *opposite page*

Miss de Saint Phalle, the daughter of Mr. and Mrs. André de Saint Phalle, is to be married early in the spring to Harry Mathews of New York. Here, she wears (it belongs in any trousseau) the American Shirtwaist Dress. This, newly soft, with shirt-sleeves cropped to the latest length, bodice bloused, skirt gently gathered; in pale beige silk crêpe de Chine. VOGUE DESIGNS FOR DRESSMAKING, No. 6973. Sizes, page 202. (Miss de Saint Phalle's soft, close coiffure by Michel of Helena Rubinstein.)

HORST





NEW WHITE-COLLAR CLASS: BIG

It's American to like the look of a white collar. It's 1950 to have the white collar big, eye-catching as a poster, part of the width-at-the-top idea. Complements to this new bigness of collar: a close little hat, belted-in waistline, slim-falling skirt. On these pages, four examples of the incoming class of collars. *Opposite page:* Collar enough to "carry" a suit: linen, blue-embroidered. The suit, with its own deep collar, of navy-blue sheer Hockanum wool, fitted to point a neat waistline. By Martini. $110. Carado suède gloves, navy-blue, ten-button length, $12. All, Altman. Suit, also at Woodward & Lothrop; J. W. Robinson. *Above:* The collar a swoop of piqué and openwork. Dress, navy-blue Bianchini silk twill, with dolman sleeves. By Howard Greer. $235; Bonwit Teller. Hat, Mr. John. Dress, also Marshall Field; J. W. Robinson. *Below, left:* Choir-boy collar (grown large), of white piqué bordered by open scrolls of lace, curving over the wide black collar of a slim black dress. By Capri in sheer Hockanum wool. $70; at Jay Thorpe. *Below, right:* A collar? A cape, almost, of white Irish linen. Sleeveless dress of black worsted rep with another collar of the same. By Traina-Norell. $210; Bonwit Teller. Shiny brushed felt hat; Mr. John.







AMERICAN WAY WITH SUITS

It's an all-year American favourite, the neat and easy suit. Here, four examples in men's-wear wools, white beauty spots added to underline the spring date-line. *Above:* Suit of bird's-eye check worsted, beige and white, the jacket length especially good for American figures. White beauty spots: polka dots, gloves. Suit, by Fred A. Block, about $100; Stein & Blaine; Frost Bros. *Right:* Waistcoat-Tattersall wool jacket, white and cocoa; brown worsted gabardine skirt. To add: a belt of your own, the white beauty spots of pearls. Suit, by Rosenblum of California, $50; Altman. Forward-scoop straw hat, Lilly Daché. Suit, also at Kaufmann's. Crook-handle umbrella, beige rayon, by Frankford.





HORST



Above: On the soft side of tailoring, this pin-check worsted suit, navy-blue and white, with a slanted tab at the shoulder, another on the hip. By Rothmoor, in Miron worsted. $70; Bloomingdale's. The straw hat, small and veiled; Lilly Daché. White beauty spots: a crocheted cotton gilet from Anivo; gloves; carnation. The white nylon umbrella, $13.50, from Saks Fifth Ave. *Right:* This side of severity, grey worsted suit with a flicker of small sharp stripes. By Gene Shelly. $185; Milgrim. Hand-sewn white lambskin gloves by Ireland, $6.50; Saks Fifth Avenue. Lilly Daché's new hat-line—scooped down over the forehead—here in glazed grey leghorn. The suit, also at Neiman-Marcus.

AMERICAN BEAUTY CIRCUIT



JOFFÉ

Skin-care class: a multiple motion of facial massage.



Helena Rubinstein's travelling Wonder School (a two-and-one-half-hour condensation of the New York Salon's school) is helping women all over the country to improve their traditional American "good looks." Entrepreneur of this beauty presentatión is Helena Rubinstein's sister, Madame Manka, a woman of great charm—and a grandmother! Madame Manka is taking the Wonder School course from store to store throughout the country. Vogue photographed it with an audience of eager pupils at Miller & Rhoads in Richmond, Virginia. Here, a group of enthusiastic women listened and "did as Madame Manka did" (see above). They watched and participated in a program of skin care. Designed for future reference at home. Each pupil was seated before a tray of cosmetics and make-up particularly suited to her skin type; took mental notes on amusing skits (with scenery) on hair care and exercise; went home with an excellent primer on skin care, skin pampering.

MADAME MANKA RUBINSTEIN



A VERY FINE EAU DE COLOGNE

WITH THE MOST TREASURED NAME IN PERFUME

CHANEL



Pretty patent plastic . . . so charming and very serviceable with a spacious interior and an inside zippered compartment. Magnificently tailored to complement your Spring costumes. Black plastic patent, also black, brown and navy faille. At fine stores everywhere.

* Slightly higher in some localities.

Goldsmith brothers mfg. co., inc.
10 West 33rd St., New York 1
New York • Chicago • Los Angeles

Many other Shur-Tite originals at your favorite counter at various prices

ONLY CITY OF ITS KIND

(Continued from page 165)

at least relevant to their stock-in-trade. One customer said she wanted *The Sweetest Story Ever Told* by Gerhard Eisler, a twisted clue for the Fulton Oursler book. Another asked to see the Kinsey Report, and after studying it for several moments gasped: "Is this what the Kinsey Report is! I thought it had to do with the Marshall Plan!"

THE TAINT OF MERCHANTRY

Less with reference to the city's shops than to a new and brassy side of commerce, there has been a lively criticism lately in the press and elsewhere of the extent to which Grand Central (unfortunately it resembles other cities even in this) has allowed an economic motif to dominate its æsthetics. While it is true that Grand Central was planned as a terminal with income producing sidelines (an innovation unheard of among terminals in 1903), a thoughtful architecture, under the guidance of Whitney Warren, provided that the taint of merchantry should at least be inconspicuous. Shops, restaurants, and other vestiges of trade were relegated on the plans to side streets and back alleys.

By slow measures and sure degrees, the times have undone Mr. Warren. By 1944, as a measure to defray the city's mounting expenses, twenty-four cabinets of "three-dimensional" advertising had been mounted at conspicuous levels in twenty-four conspicuous places. The traveller pausing in the plaza to admire Mr. Warren's elegant vistas or Paul Helleu's fragile constellations outlined in gold leaf and electric stars on the painted sky, had his eye caught instead by an enormous frosted light bulb pulsing in and out of its cardboard sheath, or an overflow of peppermint brew cascading from the top of a barrel behind an array of monstrous Life-Savers; or a stream of tea (a trick of light) pouring from pot to cup endlessly and forever.

Having impoverished its vistas with three-dimensional billboards, the city saw economic reason to put the facilities of its expensive public address system to extra-curricular work. Beginning last October, an interminable sound "sandwich" of nondescript recorded music and steely commercials harassed the air all up and down the city.

The sensitive traveller, who shivered under the midday impact of "Dreamer's Holiday" and Schaefer's pale dry beer, need shiver no more. On January first, Grand Central canned its canned music and commercials—perhaps forever. And he who shudders at the pulsing billboards, may at least anticipate a day when the advertisers may be converted to the program of one who may easily be the city's noblest shopholder: "Mme—— During 50 years of Active Business has Advertised only through the Excellency of Her Work."

Behind the scenes, as in its public places, Grand Central acts like a city. Its government is based on a modified two-party system: the New York Central, which in a roundabout way owns Grand Central, and the New Haven, which has perpetual rights of entry and consultation, must concur on matters of high policy. The city's medical, police, and street cleaning departments are modest reflections of big city services. Its personnel sometimes cut a swathe in the world not less than the famous sons of other cities: Congressman Clayton Powell and City Councilman Earl Brown (who defeated the Communist Ben Davis in the November elections) both wore the Red Cap in Grand Central. Ralston Crosbie Young, who wears it still, enjoys a less official fame as a sort of local minister-without-portfolio: three times a week he holds religious meetings in an empty car on Track 13.

The city's medical department remembers a day when it too was confined to an empty car—out in the Commodore's old train shed while the new city was building. Today it occupies a fourteen-room hospital unit, has two doctors, two nurses, a nurse's aide, and a full complement of apparatus needed for examination, diagnosis, emergency measures (three babies have been born in the hospital), and minor repairs to personnel, passengers, and passersby. The great part of the hospital's forty to fifty daily cases, though, is made up of railroad personnel reporting for physical check-ups in obedience to an hierarchical system by which dining car crews show up once a week, vice-presidents once a year. (Presidents are above suspicion.)

Disease and disability are not the only enemies of a healthy city. In the wake of a day crew of pick-up men (on the prowl for cigar and cigarette butts, candy and chewing-gum wrappers, abandoned envelopes and shopping lists), Grand Central's cleaning forces carry out their most spectacular mopping-up operation in the small hours when passenger resistance is at its lowest. At 1 A.M. an army—divided into squads of scrapers, broomsmen, mopmen, dustmen, and polishers—sweeps out across the marble floor of the plaza in a cleaning *tour de force* that takes exactly twenty minutes. Then it fans out into the streets and over the balconies, dazzling the lonely beholder. A day's capture, not counting dirt and dust, comes to eight pounds of scraped-up chewing gum, thousands of butts, thirty cubic yards of waste paper.

Captain Foster of the city's police force reports that aside from run-of-the-mill city nuisances like drunks, pickpockets, and store bandits, his men are up against those special breeds of criminal that prey on railroads: the confidence man, the card sharp, the platform mugger. Such operators, for instance, as

(Continued on page 196)

that same beloved fragrance



...in the new Elizabeth Arden

Blue Grass Hand Lotion...

Happy news! Now you may have Elizabeth Arden Hand Lotion
in the beloved Blue Grass fragrance! No other lotion so soothing . . . smoothing
. . . lovely to use! It penetrates quickly . . . to soften your hands,
leaving only its delicate perfume, with no hint of stickiness.
Ask for this newest member of the favorite Blue Grass family.
A delicious Elizabeth Arden shade of blue . . . in a pretty 4 or 8 ounce pinch bottle.
And as with all the Elizabeth Arden preparations,
so little does so much! 4 oz. $1.00, 8 oz. $1.75
prices plus taxes

Leaver

Elizabeth Arden

691 FIFTH AVENUE, NEW YORK PLaza 9-2940



SIDNEY HELLER'S serene little suit-blouse blends chic with charm. Its soft tucked bodice boasts a dainty shower of HAND DETAILED dots and eyelets. In fine washable Celanese Carlisle crepe. White only. Sizes 32 to 38. Under $9.00.

At better stores or write: SIDNEY HELLER., INC.
525 SEVENTH AVENUE, NEW YORK 18, N. Y.

ONLY CITY OF ITS KIND

(Continued from page 194)

"Helpful Harry," whose forte was trailing aging ladies (with failing eyesight) out along the train platforms, armed with a dollar bill. When his victim, on Harry's helpful suggestion, opened her purse to see if the bill were hers, Harry snatched and ran. One day while Harry (it was the first time he had extended his operations to Grand Central) was trailing an aging lady, one of Captain Foster's men trailed Harry. . . .

Grand Central's police station looks like one down to its spittoons. It has a formidable rogues' gallery (stations can be bottlenecks for every sort of criminal), and an off-stage jail. Police uniforms and plain clothes are divided between its forces in a ratio and up to a total that, Captain Foster says, "every criminal would like to know." "The fact is," Captain Foster added with a broad grin, "we get a lot of help from the customers. To a guilty eye, anyone standing around out there waiting for a friend or a train is a plain-clothes man on the job."

Captain Foster's is not the last word on the city's police force. Behind him moves another figure, a corpulent wraith, a man not to be gotten at. His office is an airless closet at the top of the train ramps, with a desk, a stool, a dangling light bulb. He has a Cheshire cat smile, shrewd eyes, a felt hat worn like a straight line across his forehead, a big cigar, and he looks like a figment of Dashiell Hammett's imagination: Chief Inspector Hogan, elusive big wheel of the Grand Central police.

And where are the cats? Down under the city in a world of marble shops, smithy forges, tracks, turning loops, signal towers, catwalks, live wires, and skidding mail bags, the only true citizens of the city live out their lives—all nine of them, usually.

Some of the city's cats are born there, others hail in on the cars, many have died there (there's a cat cemetery in the subsoil near Track 27). They are extraordinary cats, and they are the very essence of cat. Rough-furred, tough-minded and raffish, they are kingpins of the underworld, and they run its rats ragged. It is not a surprise that their guardian angel's name is Nick.

An electrician by trade, Nick is by choice and common consent the keeper of the cats of Grand Central city. The cats are the pets of all the underground men, tended by them tenderly in sickness and in health, but when Nick whistles—a keen, atonal, high-frequency whistle that sounds as if no man had made it—out of the dark places in that dark world the cats come tumbling.

"They are the best-fed cats in the world," says Nick. "They have turkey for breakfast." (He feeds them on carcasses from the dining cars.) When an S.P.C.A. member wrote a worried letter about cats who from birth to death never see the sun, the underground men shook their heads: "When I come, I come with the stars," one of them said. "When I go, I go with the stars. And I'm not so bad."

"Besides there's this cat that used to be called Blackie," said Nick. "We let her go live 'outside' for a couple of months, and when she got back we had to change her name to Nasty. That contact with the civilized world had ruined her character."

It is a justice that the city's true citizens live where its true life begins. At the gates that separate the city from its trains, a magnificence of décor (now a bit fleshy and a little too busy) changes to an operational magnificence that shows its bones and minds its business. Three million cubic yards of rock were cleared away to make way for the engineering masterwork by which two great railroads are carried in, underground, to the heart of America's biggest city. Below 59th Street, the four-track train tunnel fans out on two levels to sixty-seven tracks that undercut the Graybar, the Waldorf Astoria, and many other monoliths. (Grand Central supplies them the steam, electricity, and water power they have no cellars for; the steel and concrete stanchions that support them, as if on stilts, run down to bedrock through Grand Central's train platforms and between its tracks.)

This dark down-under country, laced with tracks and tunnels and loud with the steamy shuffle and clang of coupling cars, is where the traveller first gets the scent of cities over the hill, and the railroading man the tang of a beloved land that lies past way stations and switchbacks out across America: the land of the gandy dancers.*

*Men, who, walking the tracks on railroading jobs, take two short steps and a long one to offset the awkward spacing of the ties. It's a loping, rhythmic gait—and on a railroading man it looks good—the gandy dance.

FEBRUARY 15 VOGUE

MORE TASTE THAN MONEY

VOGUE DESIGNS FOR DRESSMAKING

That fascinating stranger—your inner self

—can re-fashion you to new happiness

Far, far too many women seem to live with a numbing feeling of inferiority. Yet—no woman needs to be a disappointment to herself.

An amazing *power in you* can re-fashion you to a new happiness. It is a power that stems from the constant interrelation of your Outer Self and your Inner Self—the way you *look* and the way you *feel.*

This power illumines you with confidence when you know you are delightful to see. But—if you don't *show* your best self it can baffle you with inhibitions. Never stop caring about the way you look. And never neglect the *daily rites* that make you so much lovelier.

"Outside-Inside" Face Treatment

You'll find this "Outside-Inside" Face Treatment with Pond's Cold Cream will give your skin the wonderful softening cleansing it needs for true beauty. *Always* at bedtime (for day cleansings, too) *cream* your face with Pond's *like this:*

Hot Stimulation—splash your face with hot water.

Cream Cleanse—swirl Pond's Cold Cream all over your face. This light, fluffy cream softens and sweeps dirt from pore openings. Tissue off.

Cream Rinse—use more Pond's to *rinse* off last traces of dirt, leave skin *immaculate.* Tissue off.

Cold Stimulation—a tonic cold water splash.

Actually, this face treatment acts on both sides of your skin. *From the Outside*—Pond's Cold Cream sweeps away dulling surface dirt, as you massage. *From the Inside*—every step of this treatment stirs up circulation.

Remember—it is not vanity to develop the beauty of your face. When you look lovely it sends a warm happiness shining through your face to meet the world. The real *Inner You* is brought closer to others.



Spontaneous, gay, charming—her Inner Self glows out from Mrs. Gould's lovely, spirited face

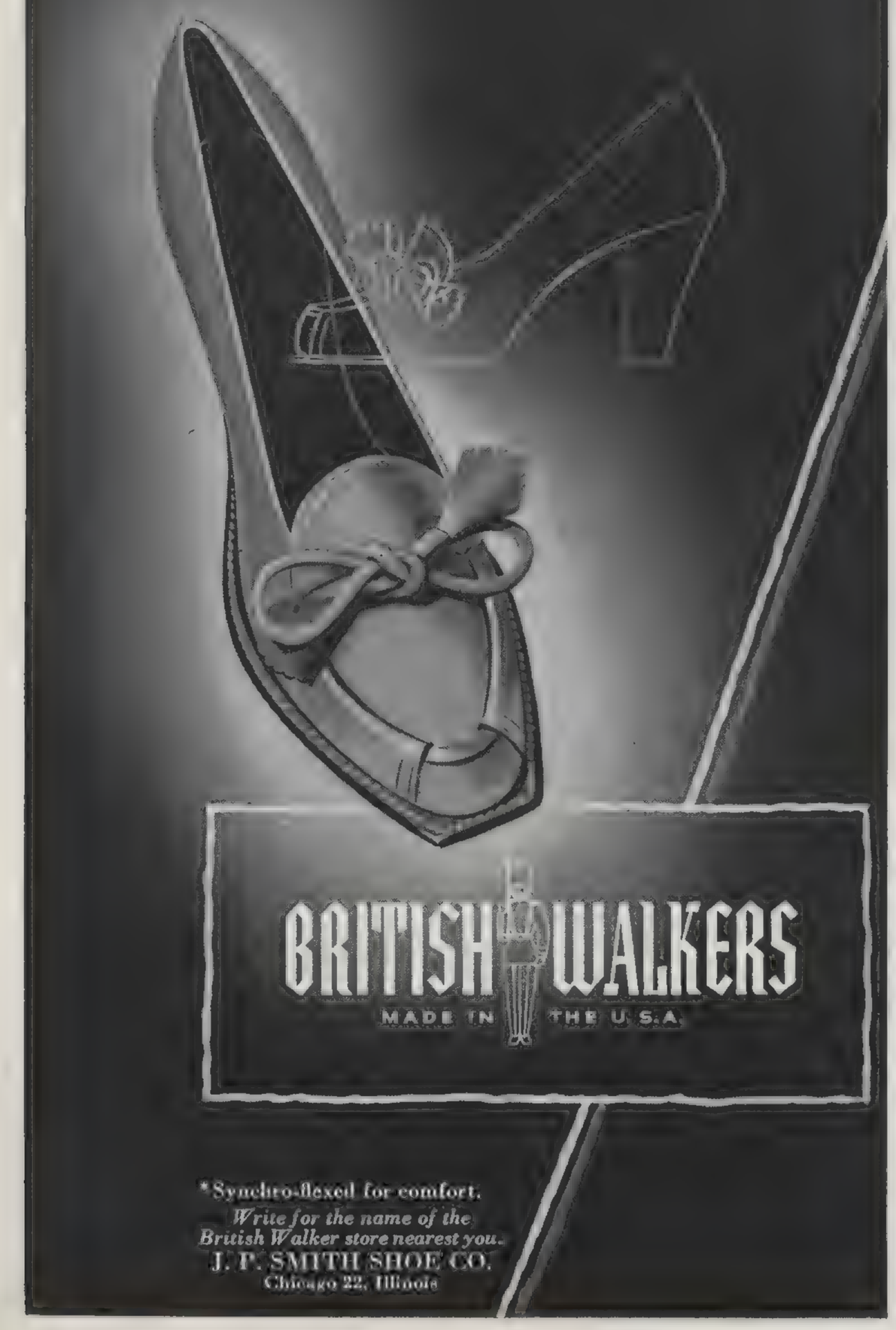
Mrs. George Jay Gould, jr.

A shining quality of happy confidence comes out to you through Mrs. Gould's face—gives you bright glimpses of her Inner Self. *She looks so rightly lovely* that all who see her respond with pleasure. Her complexion is glorious—with a white-velvet-and-blush-roses look. "I don't believe you'll ever find a lovelier cream than Pond's Cold Cream. I'm devoted to it," she says.



YOUR FACE IS WHAT YOU MAKE IT—care for your face this Pond's way. Get yourself a *big* jar of Pond's Cold Cream—today.

Pride
is all you feel
when
you're
wearing
BRITISH WALKERS*



BRITISH WALKERS
MADE IN THE U.S.A.

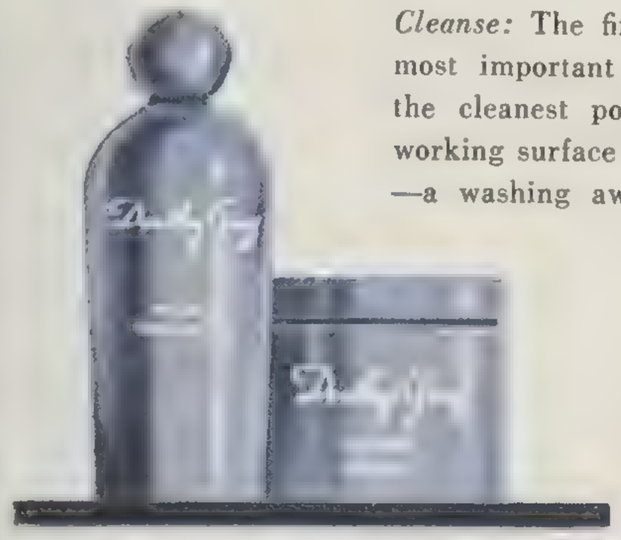
*Synchro-flexed for comfort.
Write for the name of the British Walker store nearest you.
J. P. SMITH SHOE CO.
Chicago 22, Illinois

BLUEPRINT FOR BEAUTY

The illusion of beauty, more often than not, is the result of a series of self-edited blueprints for your own particular kind of looks. Today, Dorothy Gray, Ltd., is prepared, and well, to help you work toward beauty with a compact and competent series of lotions, creams and cosmetics. They all come in periwinkle blue packages, which look very inviting on the dressing table. Dorothy Gray's scientific collection of cosmetics grew out of one woman's practical inspiration to help the women of her day prevent an early fading of good looks. Her "rule of three": Cleanse, Stimulate, Lubricate, has proved itself for generation after generation.

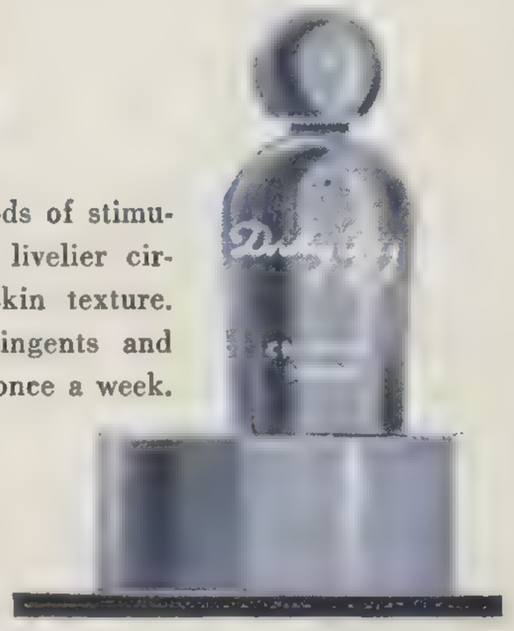
There is a Dorothy Gray start-to-finish treatment for every skin type. An easy-to-follow series of investments-in-beauty, that follow the Dorothy Gray Rule of Three.





Cleanse: The first, the most basic and most important facet of skin care is the cleanest possible skin surface. A working surface for future improvement —a washing away of skin impurities.

Stimulate: There are two methods of stimulating the skin. Both insure a livelier circulation, more colour, firmer skin texture. For everyday stimulation: astringents and lotions. A masque may be used once a week.





Lubricate: A healthy skin is more apt to stay young in appearance. Since sun, cold and steam heat deplete the skin of its natural oils, an overnight helping of cream, for your particular skin, will help create a smooth make-up base.

SKETCHES BY DES CARTES

HOW WOMEN OVER 35 CAN LOOK YOUNGER

A Frank Statement about Estrogenic Hormones by Helena Rubinstein

"Estrogenic Hormones are the most effective agents yet discovered for helping women to look *younger*"

I BELIEVE, with all my heart, that Estrogenic Hormones can make you look younger. So I have taken this space to tell women over 35 *exactly* what they can expect from my Estrogenic Hormone preparations.

While leading scientists have carried out exhaustive experiments with Estrogenic Hormone Cream, *I have used my own skin as a testing ground.* More than 20 years ago I started applying Hormone cream to my skin. And since then I have observed the effects on thousands of other women. All this time, too, I have kept abreast of hormone studies in leading universities and in my own laboratories.

Dramatic Proof. We now have dramatic proof that Estrogenic Hormones can often bring about a decided improvement in the appearance of dry, faded, oldish skin.

One of the many important tests which have contributed to this proof took place recently at a leading university in New England:

1. The hands of 25 women between the ages of 35 and 55 were placed under scientific observation for 6 months.

2. Two different creams were applied daily. One cream contained Estrogenic Hormones. The other did not. The creams *looked* identical. Even the doctors making the study *did not know which hands were getting the Estrogenic Hormone Cream!*

3. At the end of 6 months the doctors formed their conclusion: "The skin of the left hands (with one or two exceptions) looked *fuller, less wrinkled, more youthful.*"

4. It was then learned by the doctors performing the experiment that Estrogenic Hormone Cream was the one which had been used on these *left* hands—making them look more youthful.

Yes, we now have *proof* that Estrogenic Hormone preparations can safely give women younger-looking skin.

Important to Women Over 35. Estrogenic Hormones are *natural* substances. And they really work in a very simple way. When massaged into your skin, they make your *under*-skin fill out. This gently stretches the *outer*-skin. When this happens, tiny lines become less visible. Your skin, as the doctors reported, looks "*fuller, less wrinkled, more youthful.*"

Works in Two Ways. My Estrogenic Hormone Cream works in two ways to help your skin look more youthful. It works from *within* . . . as your skin absorbs the natural estrogenic hormones. And from *without* . . . as its rich emollients smooth away dryness, and help you recapture that lovely *young* look.

But these admirable results *don't happen overnight.* In fact, even though women have told me of the improvement they noted after *only one week* . . . I always advise women to put my Estrogenic Hormone Cream and Oil on trial for at least 3 months.



"YOUR HUSBAND LOOKS AT YOU WITH NEW INTEREST."

But even at the end of 30 days, I am sure you will note a very real change—*a younger-looking skin!*

A Thrilling Experience. If you are over 35, it is a thrilling experience when you begin to look younger. Compliments come your way. You yourself are aware that you look prettier, brighter. You have a new assurance. A new poise. Your husband looks at you with new interest. Life suddenly seems more exciting.

What woman doesn't want to enjoy years of such happy fulfillment? You can keep up the good work by continuing to use my Estrogenic Hormone beauty products.

V-1

INTRODUCTORY OFFER

I make this dollar-saving beauty offer to every woman who longs to look younger.

ESTROGENIC HORMONE CREAM, for face and hands, **$3.50**
ESTROGENIC HORMONE OIL, for neck and throat, **2.50**

regular value $6.00

NOW $3.50, plus tax

You can now obtain this beauty bargain at your favorite cosmetic counter. *Hurry,* because supplies are limited.

This offer not good after Feb. 28, 1950.



helena rubinstein, 655 fifth avenue, new york 22, n. y., ©1950

Briny Marlin

FASHION TRIO for Spring

Exciting . . . yes! Beautifully designed suit and coat, partners in fashion . . . supremely tailored to live up to your greatest expectations. Created by the master craftsman Briny Marlin in America's finest virgin wool sheen gabardine. Stunning together or separately.

Sizes 10-20

DACIA

HIALEAH RED

NILE

MARBLE GREY

JAMAICA BEIGE

BLACK

AT THESE FINE STORES

Woodward-Lothrop, Washington, D. C.

O'Neil's, Baltimore, Maryland

Gladding's, Providence, R. I.

For the store in your city—write

BRINY MARLIN, INC.

311 WEST EIGHTH ST., KANSAS CITY, MO.

FRAGRANT VALENTINES



The valentine shown here is far too pretty to send anonymously—its fragrance will not go unnoticed. Elizabeth Arden's plump little pincushion; red plush, heart-shaped, holds a bottle of My Love perfume—pearl stickpins.



Left: The most enchanting arrangement of stickpins, ribbons and paper lace surround the prize of this old-fashioned bouquet by Charles of the Ritz. Prize; a delicately shaped flacon of soft-spoken Directoire perfume.

Below: Gourielli's warm-hearted Something Blue fragrance (it could be the flowers of hearts-and-flowers), a valentine indeed. The perfume and Eau de Parfum show through heart-shaped cutouts in a pretty Gourielli-Blue box.



DE MARSAN

FOR A WONDERFUL

Change in you

Wouldn't you like to try on a new face? With Peggy Newton Cosmetics, that's exactly what you do. These fine cosmetics are sold only by personal consultation with skilled beauty advisors. First, they prescribe the right cosmetics for your skin and coloring. Then comes the exciting moment when you actually try on this new face . . . You see the difference . . . feel the difference. Your skin glows with new radiance . . . partially from the cosmetics but mostly from the wonderful change in you.

You'd never buy a suit or hat without trying many styles. You can see how smart it is to buy cosmetics this same way . . . try it and you'll see.

Peggy Newton

INDIVIDUALIZED COSMETICS

Never sold over the counter . . . because they *must* be suited to you. Write Peggy Newton, Newark, New York State, for further information.

My Slip is a perfect Valentine's Gift

...because it always pleases even my most particular friends. WONDER MAID is designed to really fit the figure, yet allows perfect freedom. Its beauty flatters the femininity of every woman. Best of all, its fine rayon fabric adorned with lovely lace, grows richer with each tubbing.



Wonder Maid

Illustrated:
WONDER FORM by
WONDER MAID Slip.
Under $4.
Others from $3 to $15.

At fine stores everywhere or write
WONDER MAID, INC., 1727 Locust St., St. Louis, Mo., Mfgrs. of
Miss Co-ed, Wonder Form Slips, Wonder Maid Gowns and Bedjackets.
New York Office, 152 Madison Avenue.

THE LONG-LEGGED LOOK



HORST

The leg is once again a fashion accessory—skirts are settling somewhere between 14″ and 15″. How much of an accessory they should be (in other words, how much of your hem to snip) depends, logically, on how pretty your legs are, or could be. If you are blessed with legs like those on page 180, read no further. But if there is a too-sturdy, not-quite-neat look to your legs, you might make a 1950 plan for improvement. Beginning with the obvious: de-fuzzing can be performed, at regular intervals, at home with a good depilatory—and there are many; at more infrequent intervals with waxing (because the hair takes longer, much longer, to grow out). *Cele Rogers, 123 East 40th Street,* has a pretty, private studio of her own, where waxing can be a period of relaxation and results—the regrowth is apt to be thinner—the periods between waxing are apt to lengthen as the hair grows weaker and finer in texture. . . . For actual contour changes there is the successful work of *Miss Claire, 590 Fifth Avenue.* Here, under expert supervision, you are passively reduced by an electrical machine that leaves you with no obligations other than to relax. This is not an overnight change of contour; it takes time. Some people see results in two weeks, others in double that time. Of course, you can and should continue at home. There is a wonderful new mechanical aid, the Beauty Basic Vitalator by Gilbert, a compact, electrical masseur, that will (if you follow its explicit directions) not only work toward a firmer, finer leg line, but will unravel taut muscles, cramped arches, etc. Finally there is the book by Marguerite Benson (135 East 58th Street), *Slender Legs —Home Method,* a dictionary of leg and foot care that includes many ideas about and instructions for the exercise and hygiene of legs and feet.

DESIGNS FOR DRESSMAKING



6973

Other views, sizes of the American Shirtwaist Dress of crêpe de Chine shown on page 186. No. 6973 in sizes 12 to 20 (30 to 38). For size 16, about 4⅝ yards of 39 inch material. Price: 60c.

VOGUE PATTERNS MAY BE BOUGHT IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. Note: Connecticut residents please add sales tax.



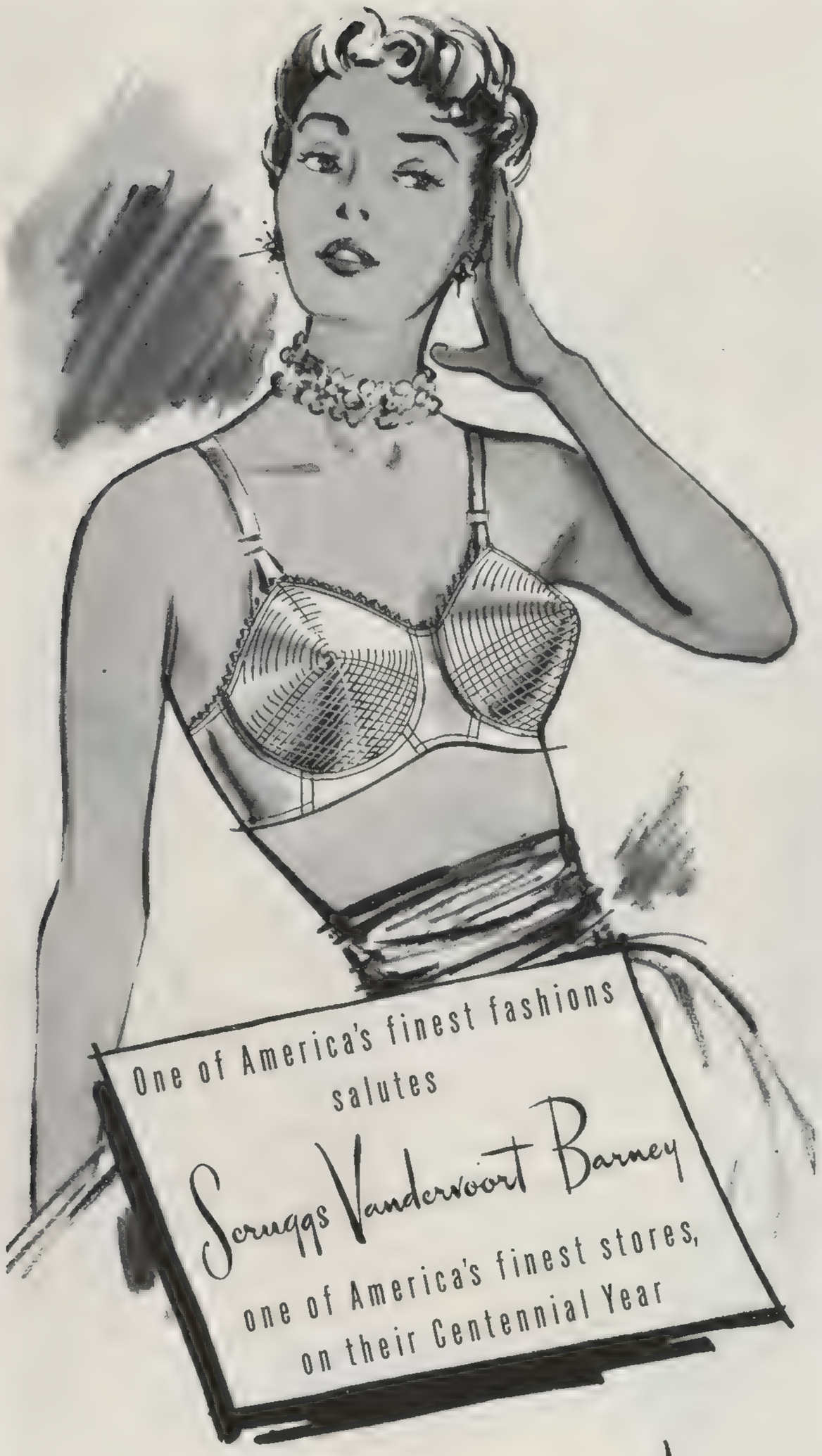
- her cocktail dress
  by Jacques Fath . . . designed
  for Joseph Halpert

- her permanent wave by

Rayette



at Beauty Salons
everywhere



Hi-A...beauty brassiere by Marja

Women all over America salute Hi-A for the youthful figure beauty this wonderful brassiere gives to those who wear it. The secret of Hi-A's glamour lies in the exclusive, patented stitching, double on the bottom of the bust cups for permanent, comfortable uplift. There's no other brassiere like it! Hi-A brassieres by MARJA come in a wide selection of fabrics and colors. Sketched, our all nylon satin in white, tearose, blue, maize or black, A and B cups, 32 through 40, $3.50. C cup, 32 through 40, $4.00

Available at Scruggs-Vandervoort-Barney, St. Louis
. . . and other fine stores from coast to coast

MARJA BRASSIERES • JACKSONVILLE, TEXAS

AND SO ON INTO THE FIFTIES . . .



Above: The frankly make-believe make-up—the new face-of-the-fifties reported in our January issue—needs a short but full-bodied frame of hair. Jean De Chant (9 West 56th Street) contributes a brand-new face-framing effect with a neat-in-its-disorder collection of curls combined with the softest of brushed sideburns.

Above, right: An elegant line has been cut here, into a coiffure by Emile-Park Avenue, at Dorothy Gray (445 Park Avenue). Heavy shingle in back—delicate curls in front—a serene complement to the exciting new eye make-up shown in January Vogue. The recent liaison between Emile and Dorothy Gray is a happy beauty note.

Right: Mr. Shepard at the handsome new Charles of the Ritz Salon (379 Park Avenue) takes a stand for soft flattery. His convictions take shape here with a centre part accentuating wide dips—narrow front fringe—vamp curls close to the face. This is a coiffure that begs for a face effect, carefully drawn make-up.

BLUMENFELD







Bravo for its *new,* exciting lines so handsomely tailored in beautiful Tricosheen, newest weave in gabardine. High fashion drama in its bold, winged sleeves, jutting pockets, spreading Rivera collar and sleek jacket. Sizes 10-20. A *fashion find* under $60. Flamingo Red, Dacia, Navy, Champaigne Beige, Blush Pink, Gull Grey, Black.

AT THESE FINE STORES . . .
Woodward-Lothrop, Washington, D. C.
Mary-Lewis Inc., Fifth Ave., N. Y.
Or write for store nearest you . . .

BRAND AND PURITZ
313 West 8th St., Kansas City, Mo.

why feet leave home

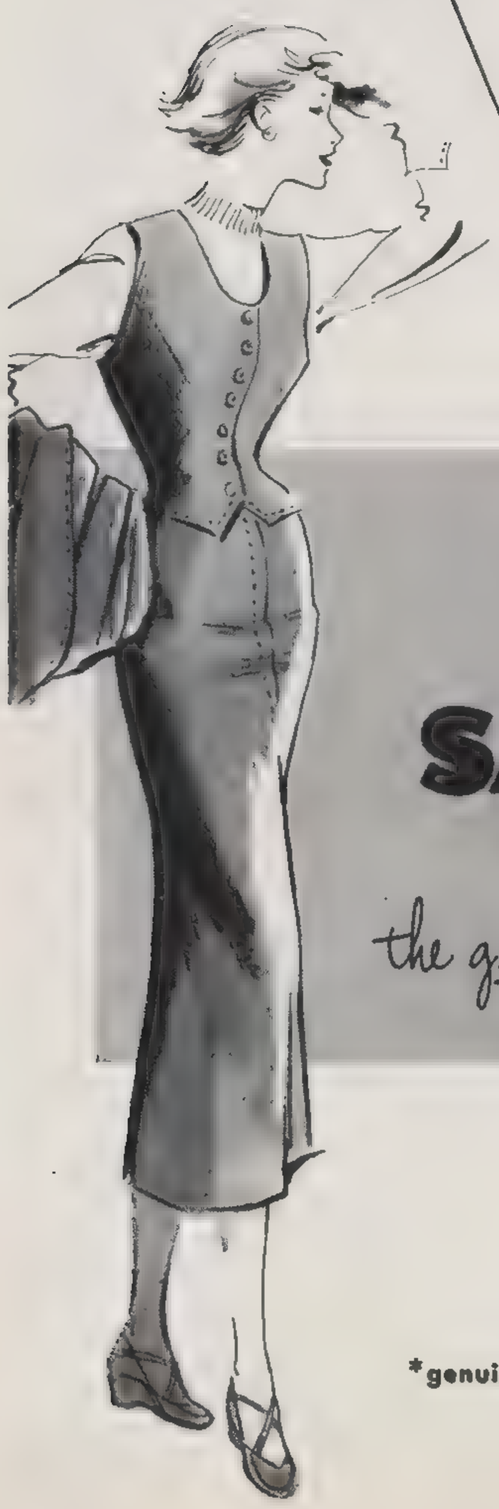
True moccasins* . . . fashion-conscious, ounces light . . . enwrapping each foot completely with one fine unbroken piece of soothing soft leather . . . the flawless ease, the delicious comfort; these you'll learn of only and best when you try a pair on. **10.95**

slightly higher Denver west









LOGROLLERS

by

SANDLER

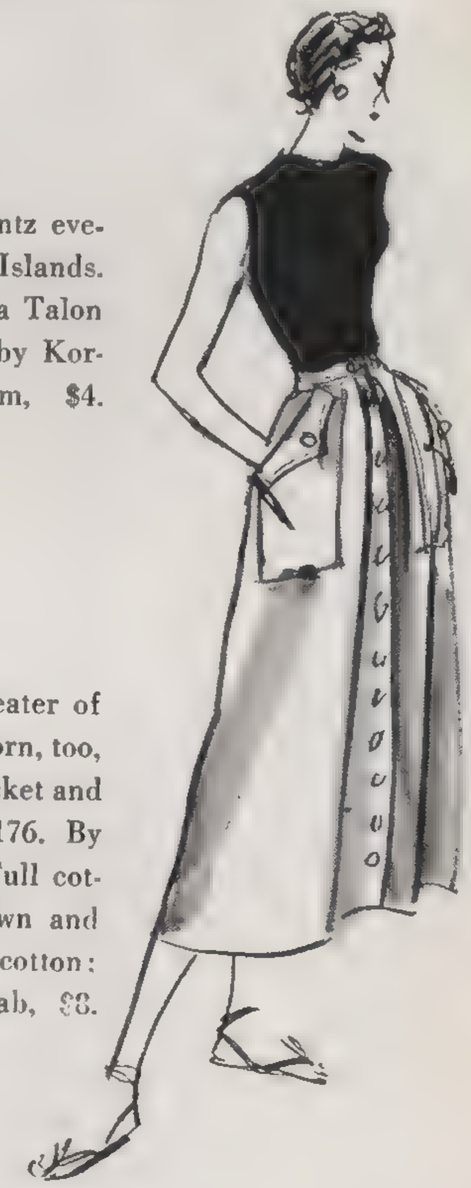
OF BOSTON

the greatest name in sport shoes

*genuine moccasins with handsewn vamps and backs

A LITTLE GOES FAR

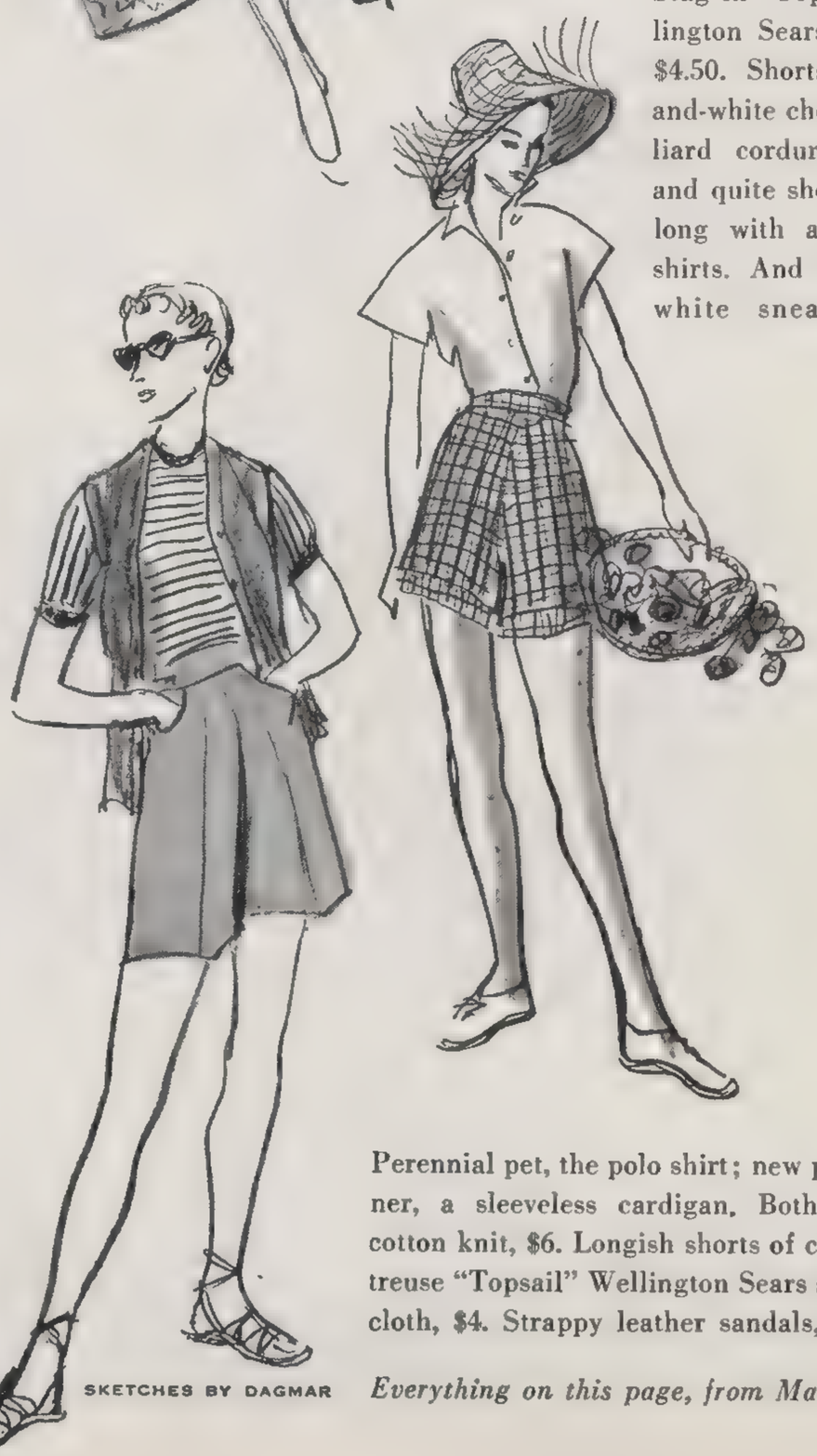
(Continued from page 177)



The top could alternate with the chintz evening skirt for a dance in the Virgin Islands. Of black Heller worsted jersey with a Talon zipper, $5. Skirt to go over shorts; by Korday in faded blue Erwin denim, $4.



The ever-ever sweater of knitted cotton; worn, too, with the denim jacket and shorts on page 176. By White Stag, $3. Full cotton skirt; of brown and taupe Everfast cotton: by Nelly de Grab, $8.



A little shirt for any of the shorts, any but the evening skirt. By White Stag in "Topsail" Wellington Sears sailcloth, $4.50. Shorts in blue-and-white checked Juilliard corduroy, cuffed and quite short, $4, belong with any of the shirts. And traditional white sneakers, $3.

SKETCHES BY DAGMAR

Perennial pet, the polo shirt; new partner, a sleeveless cardigan. Both, in cotton knit, $6. Longish shorts of chartreuse "Topsail" Wellington Sears sailcloth, $4. Strappy leather sandals, $7.

Everything on this page, from Mary Lewis.

FLYING TRIP TO TOKYO

BY THOMAS W. PHIPPS

RECENTLY I crossed an ocean—the Pacific; slept three nights in Tokyo, dined in almost indecently intimate moonlight on the terrace of the Royal Hawaiian Hotel, and here I am, home in New York—17,000 miles in eight days. I went on the inaugural flight of Pan American's Stratocruiser—a flying hotel with beds, a cocktail bar on a lower level, a variety of menus, wines, almost everything but valet service and a barber.

It was a sunny morning in San Francisco when thirty of us boarded *The Southern Cross*, even sunnier around teatime as we flew down over Diamond Head, past Waikiki, caught a glimpse of Pearl Harbor lying peacefully in the shadows, and landed at the Honolulu airport.

Dinner at The Mochizuki, a Japanese teahouse, then on with the night flight to Midway. At 6 A.M., coffee, a quick glimpse of sand, gooney birds, two young Marine corporals (where's Pinza?), and we were off for Tokyo.

LOST: ONE DAY

It wasn't long before the steward announced that we had lost a day. He said it as casually as if he'd been announcing that someone had lost a magazine. The International Date Line is a term that has never had any meaning for me. Flying right over it, it was as bewildering as ever. I looked down. There was nothing to see; just a lot of clouds and an occasional glimpse of the sea. "We've lost a day." But where? What's happened to it? You can't mislay a Tuesday, or maybe you can.

We were flying steadily at 22,000 feet. A few minutes before 2 P.M. we saw land—Fujiyama, as expected, above the clouds; the coastline; harbours, no large ships, only sampans; many roads; the land minutely cultivated. Somehow I had expected it to look different from any land I had ever seen before, but fields are fields, and a hill is a bump on flat land.

At exactly 2 P.M. we were over the tower at Haneda, the Tokyo airport. There were a few ruins visible (nothing like as many as in Berlin or Frankfurt), many rail lines, the streets strangely empty. It seemed untidier than any city I had ever seen, and more sprawled out. Block after block of drab, one-storey, wooden shacks. We banked sharply over the Imperial Palace—just time enough to see the inner and outer moats. And wasn't that a baseball game on the Palace grounds?

FIRST FLIGHT

At 2:15 we hit the air strip; props reverse; a perfect landing. We taxied up to a crowd of several thousand. This was an occasion. The Stratocruiser is the commercial descendant of the B-29, and this was the first time it had ever been flown to Japan.

The sight of so many American women—wives—was a little startling; it destroyed the idea of a severely military occupation. Here were dozens of American couples with their families, children of all ages. Except for the fact that the men were in uniform and that there was a sprinkling of Japanese, this could have been a welcoming group at any small-town American airport. An Army band played us in.

I'm not exactly sure how I had expected Tokyo to look, but what I saw as we drove into the city and on to our hotel was a complete surprise. For at least the first six blocks we did not see a single Japanese dressed in native clothes—all were dressed in Western style. The road was wide and in good condition, the traffic heavy, many latest model U.S. cars, Army trucks, jeeps, a few wheezing Japanese-owned cars, powered by charcoal, and a great many bicyclists.

Then I saw a woman in a kimono, wooden sandals (called *geta*), with a small baby strapped on her back; and, in the same block, an old man, also in his native costume. But, by now, my eyes had grown so accustomed to the Western clothes that these two figures seemed out of place, like Hollywood extras in search of a set.

As we drove on, I felt, little by little, a growing sense of the Orient; more kimonos, more *geta*, more babies on the women's backs, more shacks, more untidy sidewalk shops, more smells—decaying fish, night soil, charcoal smoke; then two small boys, shoeless, in traditional black jackets, pitching a baseball on a side street, and a quick glimpse of a teen-age Japanese girl doing a jitterbug step in a wooden doorway.

Over a bridge, and we entered Tokyo proper. I saw my first rickshaw, learned that there aren't many on the streets any more—now pedicabs, bicycle rickshaws, are more popular. A Japanese policeman, looking like a clockwork figure, very officious on his high stand, blew his whistle violently, waved us on stiffly with his white-gloved hand. (The traffic police have no control over the allied forces but can take down a car's number and hand it over to the M.P.'s.)

The convoy turned sharp left down a road full of potholes, swung under a stone arch, and into the narrow courtyard of the Ga-Jo-En (Kanko) Tourist Hotel—formerly Japan's largest restaurant, the driver told us, and now the leading hotel for traders. The lobby was bright and modern, the Japanese influence remaining in the panelled walls inlaid with mother-of-pearl designs.

My room was cheerful, barely furnished—a straw mat on the floor, a table, telephone, chest of drawers. The sheets were made of a rough, off-white cloth, but everything was spotless. The bathroom was tiled, had a modern shower and tub. No soap—but I had stolen a bar from the Stratocruiser. I raised the Venetian blinds, looked out over a long view of part of the city. Suddenly I realized that the reason Tokyo looked so drab was not the untidiness or even the poverty, but because none of the houses

(Continued on page 208)





Minx Modes Junior

. . . satin-belted stole dress in Minx Modes' own 100 denier Water Lily print crepe . . . its stole in twin print sheer. Black and pink, black and blue, or brown and yellow. Sizes 9 to 15 . . . under $20.

L. W. J.* sizes 9 to 15 for long-waisted juniors who need extra length at waistline, skirt and sleeves. Under $20.

At one fine store in your community; write us, we'll tell you where.
The R. Lowenbaum Mfg. Co., St. Louis. In Canada, Minx Modes, Montreal. *Reg. U. S. Pat. Off.

FLYING TRIP TO TOKYO

(Continued from page 207)

had any paint on them. The whole city was a drab, yellowish brown.

I rang for a maid to inquire about laundry service. Within a few seconds there was a knock on the door. I opened it. A stocky, bow-legged young girl smiled toothily. I speak only one foreign language, French, so for years I've been struggling to make myself understood in many strange lands. But up till now no battle has been as great as making contact with this giggling Japanese maid. I unpacked my dirty laundry and handed it to her. Smiling broadly she handed it back. I pointed out dirty cuffs; she nodded sympathetically. I went into the bathroom, put a shirt in the basin, made gestures of washing it. She roared. I had experienced deliberate "passive resistance" in Germany. Perhaps that's what this was.

I went out into the hall and called for another maid. The first girl's twin came scuttling around the corner, saw me, and bowed low. I beckoned to her to follow me. Now, the two stood there, bowing and smiling, squirming and giggling, and I went through my pantomime all over again. Danny Kaye has never had such an audience. They held their sides. Controlling myself, I wiped the sweat from my face. Apparently thinking the act was now over, they turned and walked out. I was left there, the laundry piled in my arms.

Dinner at the Correspondents' Club, and bed by midnight.

The next morning, I woke to the twittering of birds, and then, slowly, I began to distinguish in the distance the faint notes of a weird chant, a wailing, the rhythmic beating of drums—professional devil chasers, insuring a safe day for the neighbourhood, as I learned later.

After an American breakfast, we were off in staff cars to a GHQ orientation conference. I had a chance to pass the time of day with the soldier-drivers while they were loading. They were young, courteous, extremely well disciplined. These soldiers liked Japan, found their jobs interesting, had no particular desire to return home. I asked one of them if he had seen any signs of Japanese arrogance. He shook his head. "No," he said, "they don't like us here, probably can't wait till we pull out, but they're too patient to rush anything. They can sit us out five years, twenty years —never notice it. They're not bothering about what happens to this generation—it's their sons, and their sons' sons that they are interested in."

I was to feel that national patience very strongly over the next two days, see it in the expressionless faces of the people on the streets, the saleswomen in the stores, at the Foreign Minister's residence where Mr. Yoshida, the Prime Minister, received us with warm beer and many bows. It made me realize that occupying actual Japanese territory is mainly a matter of mechanics. The real problem is occupying their minds.

As we got out of our cars at the Dai Ichi Building, headquarters of SCAP (Supreme Commander for the Allied Powers in Japan), Japanese policemen suddenly darted forward and held us back in a line. At that moment a large, all-black Cadillac drew up to the entrance. Two M.P.'s reached for the door. Then the whole street became electrified. It was the General. He stepped out. For a moment he stood, his jaw firm, his hat at its familiar jaunty angle. Then he saluted and, oblivious of the staring crowd, strode majestically across the sidewalk, up the steps, and into his headquarters. The M.P.'s, with Rockette precision, followed at a respectful distance.

Our orientation conference, introduced by the Deputy Chief of Staff, Major General Almond, was continued for the next two and a half hours by military and civilian experts, with a short break at noon for a visit to the roof and a perfectly timed aerial review of the U.S. Far East Air Force.

We learned, with the help of many charts and diagrams, that the rehabilitation of war-torn Japan is moving slowly but surely ahead. It is a vast physical task, penetrating into the lives and homes of each of Japan's eighty-two million inhabitants. Our orientation included a discussion of the public health and welfare program, the political reorientation of the nation, revision of tax codes, expansion of Japanese foreign trade, with emphasis on the requirements of Japanese-owned-and-operated shipping for foreign trade purposes, and a general analysis of the country's natural resources, including the vital subject of the expansion of Japanese fishing areas.

The speakers were concise, but so many statistics were thrown at us that I soon gave up attempting to follow them, concentrating more on trying to gather how deeply we have succeeded in implanting the seeds of democracy. Superficial examples were given us: Japanese no longer bow to the Palace; drivers of buses no longer stop and get out when passing the Palace. But this is no answer, and later, when I heard this subject discussed by two resident correspondents, I was still left guessing. One man said Communism hadn't even scratched the surface of the country. The other was convinced that within two months of MacArthur's pulling out, the whole country would be overrun. (About 40 per cent of the controls existing a year ago have been relaxed.)

At exactly 2 P.M., after passing a series of saluting sentries, the convoy pulled up at the American Embassy—General MacArthur's Tokyo place. This was the luncheon we had all been waiting for.

We were taken to the drawing room. Luxuriously furnished, it could have been in any large Long Island house. Mrs. MacArthur was waiting for us. I don't know why, but somehow I had been expecting her to be a very striking-looking woman, a sort of untheatrical Lynn Fontanne. Instead, I saw an almost prim-looking person, wearing a simple black dress. Instinctively I liked her simple friend-

(Continued on page 209)

FLYING TRIP TO TOKYO

(Continued from page 208)

liness. I had the impression that before she married the General, she had been a rather retiring woman, but since being thrown so continually in the spotlight she had developed into an extrovert. She had dignity and distinction, and I wish I had had the chance of getting to know her "off parade."

As she shook hands with the last member of our party, a hush fell on the room. As if on cue, the General appeared. Mrs. MacArthur turned and, as though they hadn't seen each other for several days, they kissed. Then, as if this were the first time he had realized there were thirty strangers in his room, he surveyed us. For a moment the room was still. Then he started forward and, one by one, he shook our hands.

At lunch I was four seats away from the General, on the turn of the table. It was an attractive, quite informal dining room: one large table; Japanese servants; three enormous silver bowls of cut flowers.

There was an awkward silence. Each of the guests was aware that he was now in the presence of one of the great figures of our time. If there was to be any talking—let it come from him.

The General sipped his water. He was older than I had expected. There was no white in his hair, and his almost masklike skin was drawn tight over his cheekbones. He put down his glass and looked us over. Politely, with almost exaggerated charm, he turned to the man on his right and speaking quite low made a comment on our flight.

At the other end, someone was asking Mrs. MacArthur a question. For a few moments the voices continued. Then the General took another sip. The servants began serving hot bouillon. The General studied his hands, small and strangely white. Then he looked up. All eyes were on him. With an exquisite sense of timing he again delayed his opening. Another word or two of small talk. A question: "General, were you surprised to find the Russians have the bomb?" This was the cue he had been waiting for. He gave a little smile, then, his hands clasping and unclasping, his eyes roving from face to face, he began to talk. His voice was low, in perfect control. I listened. My soup got cold, was taken away untouched.

Chicken *pâté*—and still he talked. Now, a joke; his face lighted up; we laughed with him. A sombre thought; we nodded. A reminiscence —Lloyd George, Herbert Hoover— "I remember when I was Chief of Staff." An anecdote about a prize fight. And sprinkled in among them all glimpses of a man of vision. The

(Continued on page 210)

● aristocrat

AT EXCLUSIVE SHOPS EVERYWHERE

ABOUT $32.75



711 FIFTH AVENUE, NEW YORK 22, N. Y.

you'll paint
a pretty portrait in
"water color"
creative jewelry by
Dalsheim



Like a stroke from the brush of the master...transforming your Spring costumes into fashion masterpieces. Tiny, tiny seed beads, styled by Dalsheim in braided ropes that glamourize every neckline. In delicate water-color pastels.

Pink

Beige

Necklace, about $4. • Earrings, about $3. pr. • Plus 20% tax

Yellow

Pale Green

Light Blue

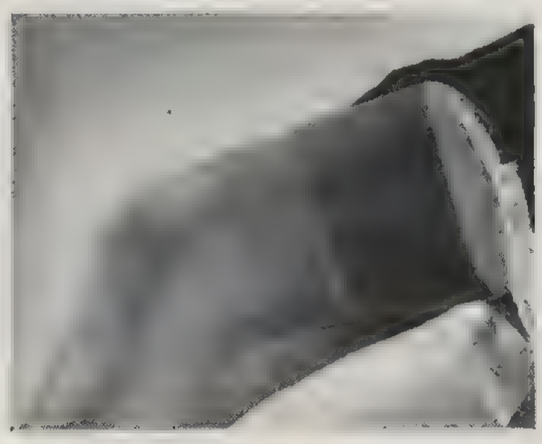


At these and other fine stores:

New York	Lord & Taylor
Atlanta	Davison-Paxon
Baltimore	Hutzler Bros.
Cincinnati	H. & S. Pogue
Chicago	Mandel Bros.
Cleveland	Halle Bros.
Columbia, S. C.	James L. Tapp Co.
Dallas	W. A. Greene
Dayton	Elder & Johnston
Des Moines	Younker Bros.
Detroit	J. L. Hudson & Co.
Ft. Worth	Meacham's
Honolulu	Liberty House
Houston	Foley's
Kansas City	Harzfeld's
Los Angeles	J. W. Robinson & Co.
Newark	L. Bamberger
New Orleans	Mayer Israel
Philadelphia	Bonwit Teller
Pittsburgh	Jos. Horne Co.
Richmond	Thalhimer's
San Antonio	Joske's
Seattle	Frederick & Nelson
Washington	Woodward & Lothrop

or write,

DALSHEIM ACCESSORIES, INC. • 389 FIFTH AVE., N.Y. 16

GORDON
PROUDLY PRESENTS
"PREVUE"
nylon hosiery all America has waited for
featuring an entirely new concept of comfort
"Wonderfoot"
a really comfortable sole
spun of finest cotton
Designed to be virtually invisible even in dainty sandals, "Wonderfoot" gives you beauty and comfort underfoot. Spun of soft, strong, long-staple Egyptian cotton, "Wonderfoot" is beautiful, dutiful, dainty... sheer magic with all nylon heel and toe cap.

Gordon hosiery
in 15 and 30 denier... beautiful costume colors
at fine stores everywhere
And only PREVUE HOSIERY by Gordon has "Wonderwelt" with these pretty, practical touches to top off its beauty — peek-a-boo lacy inserts plus a positive runner-stop for protection against garter runs.

FLYING TRIP TO TOKYO

(Continued from page 209)

room was bewitched; his personal charm, magnetism, incredible poise had reached out to each of us. And now his monologue started to build. The pace increased, the timbre in his voice became more vibrant, his hands moved expressively, in wider, wider circles.

Dessert came and went.

The voice kept on.

I glanced down and saw a demitasse.

Suddenly he stopped. He had said his say—of war and peace, of scientists, of God and man, of Communism, and of Japan. He looked down the table. Mrs. MacArthur caught his eye. They smiled. As the table rose, I found myself feeling incomplete; the moment lacked something. Then I knew. The audience had not applauded.

The next day, in the country, I had, for the first time, a feeling of reality about the people. Tokyo was neither good East nor good West, but there, among the people working in the fields and on the farms, the doll-like, sawdust quality was gone. Later, at a correspondents' cocktail party, I mentioned this to an officer's wife. "I suppose you're right," she said, reaching for a canapé and running her fingers through her new shingle, "but I know so little about the Japanese. I spend my time with this one group; we're all from Chicago, you see—and there's always Canasta and..."

I packed my bag; the bow-legged maid came in for a last laugh.

... AND FAREWELL

San Francisco; just enough time before my plane left for New York to go to the Top of the Mark. But sightseeing at home seemed an anti-climax. Suddenly I was overwhelmed with a desire to tell someone of where I had been. The barman was busy, the hatcheck girl was reading. I picked up my flight bag and started for the elevator.

Ten floors and then the boy looked over his shoulder. "Just in from New York, sir?"

I took a deep breath, licked my lips, then let him have it. "No—as a matter of fact, I'm just in from Tokyo."

"AMERICANS ARE..."

(Continued from page 164)

from Hollywood. When we see an American film, we know beforehand that virtue will be rewarded, that crime will be shown not to pay, and that the heroine, always faultlessly dressed in spite of incredible tribulations, will emerge happily to life-long bliss with the hero. If you object: "But this is a sugary fairy-tale only fit for children," producers and American public alike will be simply puzzled, since the object is not to produce something that corresponds to fact, but something that makes you happy by corresponding to day-dreams. It is natural that, by contrast, some of the best American novelists are savage, cynical, and pessimistic. I wish they had as large a public as is enjoyed by the movies—though, if they had, they would no doubt become less savage and less cynical.

GOOD SLANG

The lack of aesthetic sense produced by an excessive preoccupation with utility shows also in the matter of speech. Educated people throughout Europe, and peasants on the Continent and in Scotland and Ireland, have a certain beauty of diction: language is not merely a means of communication, but a vehicle for expressing the emotions of joy or sorrow, love or hate, that are the material of poetry. Words, many of them, have beauty: they have a history, and we are, each in our own day, responsible for handing on an unimpaired tradition in diction and enunciation. It is rare to find this feeling among Americans. If you make your meaning clear, what more can be desired? Accordingly their vocabulary is small, and sounds which should be distinguished are blurred. The only good thing about the American language is the slang. Fortunately it is just this that the English are most disposed to copy. I console myself with the reflection that French, now such a beautiful language, was in origin the argot of uneducated Roman soldiers. Perhaps in 1,500 years American will become equally admirable.

ADVENTUROUS WITHOUT FOLLY

But I have been dwelling too much upon what seems to me regrettable in the American outlook. There is another side, and one which it is very important that Europe should appreciate. The American outlook is the result of inhabiting a large country, not yet over-populated, with immense natural resources, and with greater wealth and less poverty than any of the old countries of Europe and Asia.

A young American can be adventurous without folly; he does not need, to nearly the same extent as a European, to force himself into acquiescence with a narrow groove and a career that can be foreseen with dreary accuracy. The hopefulness and enterprise that circumstances permit increase the success that is achieved beyond what would be possible for men of a different temperament. Obstacles, it is felt, exist to be overcome, and therefore they are overcome. All this is admirable. It existed in Elizabethan England, and to a lesser degree in Victorian England. It is now lost to us, but I hope not forever. A little more of this American spirit would do us far more good than any

(Continued on page 211)

"AMERICANS ARE . . ."

(Continued from page 210)

amount of austerity unrelieved by hope.

Britain, and western Europe generally, has new and very difficult problems to face. When we are lectured by optimistic Americans we are apt to feel the kind of annoyance that a suffering patient feels with a doctor whose bedside manner is unduly cheerful; we can not resist the reflection that it is easy to be cheerful about other people's troubles. But we shall not solve our problems unless we believe them soluble, and we shall not solve them without a certain buoyancy of spirit, of which, at the moment, America and Russia share the monopoly. Austerity is unavoidable at present, but it should resemble the frugality of a young man determined to succeed, not the parsimony of an old man who fears to lose the last remnant of his former fortune. Fear has led us to lay too much emphasis on safety, and too little on enterprise. Without risk nothing can be achieved. In this respect I welcome the impact of America, and I only wish that western Europe were more receptive.

NOT THE ALMIGHTY DOLLAR

A great deal of nonsense is talked about American so-called "materialism" and what its detractors call "bathroom civilization." I do not think Americans are in any degree more "materialistic," in the popular sense of that word, than people of other nations. We think they worship the "almighty dollar" because they succeed in getting it. But a needy aristocrat or a French peasant will do things for the sake of money that shock every decent American. Very few Americans marry from mercenary motives. A willingness to sacrifice income for idealistic reasons is at least as common in America as in England. I think the belief that Americans are fonder of money than we are is mainly inspired by envy. It is true that, where there is no recognized aristocracy, wealth is the chief means of winning general respect. But where aristocracy has prevailed, individual aristocrats have been respected because aristocrats were rich. Now that this is no longer true in Europe, American standards, as regards snobbery, are rapidly coming to be accepted. As for "bathroom civilization," it is altogether to the good, unless it is thought to be all-sufficient. Every traveller owes a debt of gratitude to American tourists for the improvement in hotels that has been brought about by their grumbling. The love of "gadgets," for which we are inclined to make fun of Americans, ought not to be decried. An American middle-class housewife, compelled, like an English housewife, to do her own cooking, does it with less labour than is required in most English kitchens. The habit of keeping food in the refrigerator is wholly to be commended from the point of view of health. The more we copy America in these respects, the better.

It is not only in utilitarian ways that the best Americans are admirable. What could be less utilitarian than the study of extra-galactic nebulae? Yet here far and away the best work has been done in America. True, the reason is that America has the best telescopes, and has them because there are very rich men in America who think this is a good way of spending some of their money. But they would not think so if they and their public were as earthbound as is often supposed by Europeans.

There is one aspect of American life which I have not yet touched on, and which I think wholly undesirable—I mean, the tyranny of the herd. Eccentricity is frowned upon, and unusual opinions bring social penalties upon those who hold them. It is not a new thing: it was noted by De Tocqueville in his book on American democracy; it was rampant in the time of Washington; and it goes back to the early Puritan colonies of the seventeenth century. It is, I think, the worst feature of America. I earnestly hope that fear of Russia will not cause us to imitate it.

The shift in world power, which is largely, though not wholly, the result of the two wars, is bound to bring with it, as such shifts always do, cultural changes of great importance. From the sixteenth century onward, Europe increasingly dominated the world, from a cultural no less than a military point of view. Now, that domination is lost; the inheritance is divided between Russia and America. The culture of America is closely akin to our own, and adaptation can be easy and painless. The culture of Russia, on the other hand, is profoundly alien: partly Byzantine, partly Mongol, only quite superficially European. Only appalling suffering could force us into the Russian mould. It is the part of wisdom to facilitate cooperation with America, cultural as well as political and economic.

There are gains which far outweigh possible losses. Our continued existence as free nations is only capable of being maintained by cooperation with America. Our tired and disillusioned communities, which, as independent separate entities, would be condemned to live on memories under the oppression of poverty and danger, can, in conjunction with America, recover a status less different from that to which they have been accustomed in recent centuries. Above all things, European culture, if it is to remain vital, needs hope and imaginative vision. These things are common in America, as they were in Victorian England. If we can recover them by contact with Americans, there is every possibility of a future no less glorious and no less happy than our past.

[EDITOR'S NOTE: *Bertrand Russell, the noted English philosopher and mathematician, author of some twenty or more books and of innumerable articles (some for Vogue), has lived and taught in this country. Now seventy-seven, Lord Russell, whose grandfather was twice prime minister, is living in England.*]





PRIM fashions

for
little women
wearing
half-sizes
14½ to 24½

Smart Sideline. Prim's triumph of line over curves . . . for the shorter, fuller figure. Matching taffeta loops add a festive note to the slimming double yoke. In Masterpiece sheer rayon crepe, navy or black. Under $20

a PRIM fashion

At these and other fine stores:

Atlanta, Ga. Rich's
Augusta, Ga. J. B. White & Co.
Baltimore, Md. Hutzler's
Boston, Mass. Wm. Filene's Sons Company
Brooklyn, N. Y. Abraham & Straus
Chicago, Ill. Carson Pirie Scott
Cincinnati, Ohio The John Shillito Company
Cleveland, Ohio The Higbee Co.
Dayton, Ohio Thal's
Detroit, Mich. The J. L. Hudson Co.
Ft. Worth, Texas W. C. Stripling Co.
Houston, Texas Foley's
Indianapolis, Ind. L. S. Ayres & Company
Kansas City, Mo. Emery, Bird, Thayer
Los Angeles, Calif. Bullock's
Louisville, Ky. Selman's
Miami, Florida Burdine's Inc.
Milwaukee, Wis. Boston Store
Minneapolis, Minn. The Dayton Co.
New York City, N. Y. Bloomingdale's
Omaha, Nebr. J. L. Brandeis & Sons
Peoria, Ill. Block & Kuhl
Philadelphia, Pa. The Blum Store
Phoenix, Ariz. Korrick's Inc.
Pittsburgh, Pa. Joseph Horne Co.
Portland, Ore. Lipman's
St. Louis, Mo. Stix, Baer & Fuller
Tulsa, Okla. The Vandever D. G. Co.
Washington, D. C. Woodward & Lothrop
Worcester, Mass. Filene's

or write PRIM fashions, Inc., 1375 Broadway, New York 18

AMERICAN FOOD— FOR BETTER OR WORSE

(Continued from page 169)

class wood, and if the price in season is 35c a pound on the price tag, the real price on the plate is 70c a pound. The asparagus costs almost as much as the butter with which it is lubricated and flavoured, ounce for ounce.

A short period of study, making intelligent use of scales in the kitchen, will soon show the housewife which meats, fishes, fruits, and vegetables are luxuries for millionaires and which may be eaten on a modest income.

The less costly vegetables, the kinds of fish that can be bought at reasonable prices, and the cheap cuts of meat need not necessarily prove disappointing at the table. By careful cooking and skillful seasoning, all these can be made fit for a king, president, commissar, sheik, or prime minister. Consider roasts, for example. An honest, friendly butcher, and there are such in most American neighbourhoods, can fix up a pot roast he can sell, and still make a living, for 85c up a pound. If this meat, rolled, skewered, and sprinkled by the butcher with salt and pepper, is simply shoved into an oven and cooked until relatively untough, a poor man will feel poor and discontented when it is placed before him, and if he manhandles his wife he should be dealt with leniently. The difference between good food and bad, digestion and indigestion, vim and lassitude, courage and despair, is seasoning, which, in America, is an undeveloped art and cynically neglected.

To most Americans, the term seasoning means salt and pepper. There are many kinds of salt. Some is treated with magnesium and is the best for seasoning meat or poultry. Steaks and chops should not be salted before or during the cooking, but only at the table, and with care. Stew meat, on the other hand, may be salted after it is browned (and flamed in brandy or whiskey, for the best results), and before it is placed in the stock for simmering. For veal, fish, and poultry in stews, one-half light stock or bouillon and one-half dry white wine brings out and complements the flavour of the animal and vegetable ingredients.

In cooking shellfish, any kind of which should be subjected to heat for as brief a period as possible, salt treated with iodine is best. When cooking has to be done in large quantities, rock salt is superior to the free-flowing granulated product.

Pepper should seldom be cooked a long time. Black pepper does not look tempting but it is infinitely better than white. Cayenne pepper and paprika, most of America's leading restaurateurs to the contrary, should not be used as decoration to make parsley look more green and fish or fowl more white.

The Orientals, whose cooking of vegetables and fish is magnificent, with centuries of fine tradition behind it, have never been able to afford expensive food. (I am not referring to mandarins and potentates, but shopkeepers, small business men, skilled labourers, and farmers.) Instead of salt, they use soya sauce which is magic if applied in moderation, or sodium glutamate which makes vegetables sing. In almost any modern American grocery, sodium glutamate seasoning is on sale.

The so-called "hot" or piquant seasonings are usually abused, if they are not neglected. There are as many shadings of taste between the ephemeral *saté* spice from Java and the fiery Italian red peppers that sting like hornets, as there are tone colours in Toscanini's orchestra. The "hot" seasonings include peppercorns, black pepper, white pepper, Spanish paprika, Hungarian paprika, curry powder, chili powder, and cayenne pepper.

The commercial condiment sauces, like Worcestershire, A-1, and the old reliable Durkee's salad dressing (which contains the mysterious Oriental gum called "*tragacanth*") have their good uses, but should seldom be cooked very long. If they are, the cook should bear in mind that their piquancy is diminished and their sweetness accentuated by cooking, and should go lightly with the sweet herbs or artificial sweetenings that usually prove so effective as the complement of salt. In soups, for instance, one of the best cooks in the west told me that she puts in a spoonful of cane sugar for each of salt "to make the salt taste better." (If beet sugar is substituted for cane sugar, the measure should be slightly larger.)

The pungent seasonings are onions, leeks, shallots, chives, garlic, and horse-radish. The ideal acid seasoning is dry wine, white or red according to the dish, also cider vinegar, wine vinegar, and vinegar flavoured with tarragon.

The aromatics are the most neglected, and surely the most subtle, mysterious, and effective. They fall into two natural groups: one with an earthy savoury tang, the other with all alluring sweetness and "summer" fragrance. In the first class are thyme, marjoram, bay leaves, common savoury and sage, which may be used fresh, dried, or powdered and in each of those forms have very different effects. The second class includes rosemary (for remembrance of feasts past), sweet basil, summer savoury, tarragon, anise, fennel, and the precious chervil (French, *cerfeuil*). There is also mint, the arch-foe of good lamb. Mint is magnificent, combined with whiskey, in julep form. Right-thinking Americans should keep it as far as possible from meat sauces.

The queen of all seasonings, namely saffron, is in a class by itself and has raised the cuisine of the peoples bordering the Mediterranean, the

(Continued on page 213)

AMERICAN FOOD— FOR BETTER OR WORSE

(Continued from page 212)

cradle of our civilization, to a peak elsewhere unattainable. When dishes (rices, stews, soups, or any form of macaroni) are seasoned with saffron, which stains them a yellow that Greco dreamed about and Midas never saw, beware of salt.

Sometimes, if one can not find it in fancy grocery stores, the neighbourhood druggist will have saffron in stock, and if he does, buy the Spanish kind. If you have to use American saffron, use four times as much, for comparable results. Even then, the results will not be comparable. And while you are at the drug store, buy some juniper berries to flavour your sauerkraut and thus learn the secret of the French *choucroute garnie.*

Seasonings of stews and soups must be included in the dish, as it is eaten, and therefore should be used in accordance with that principle. Select your pungents, condiments, acids, sweets, and aromatics as a painter prepares his palette. Group them carefully, with regard to tang and proportion. For instance, in a sturdy beef stew use the masculine assertive seasonings: red wine of the claret type, onions and garlic, thyme, savoury, and sweet basil. Save the parsley for the end. Fifteen minutes before taking off the fire or from the oven, use a small pinch of black pepper, Spanish paprika, white pepper, and cayenne, and a tablespoonful of Worcestershire sauce or Kitchen Bouquet. Good wine, and no other should be used for cooking, will turn brown, blend with the seasonings, meat and vegetable juices, and form a sauce that often enters the realm of the poetic.

Fish stew is not served often by Americans and that is a pity. For rainy or cloudy days, or those melancholy ones whenever the heat is not oppressive, fish stew flavoured with thyme, rosemary, shallots, and saffron, is wonderful fare, and stirs the flagging spirit, blends hopes with ambitions, promotes domestic joys and exercise, and, in general, counteracts the kind of weather in which the suicide rate increases by leaps and bounds.

Steaks and chops, it can not be said too often, should be seasoned at the table by each individual consumer according to his taste. Rib roasts should simply be rubbed lightly with salt and pepper and stood on their bone end in an open pan, so they will retain their own juices. If they are not served rare or medium rare,

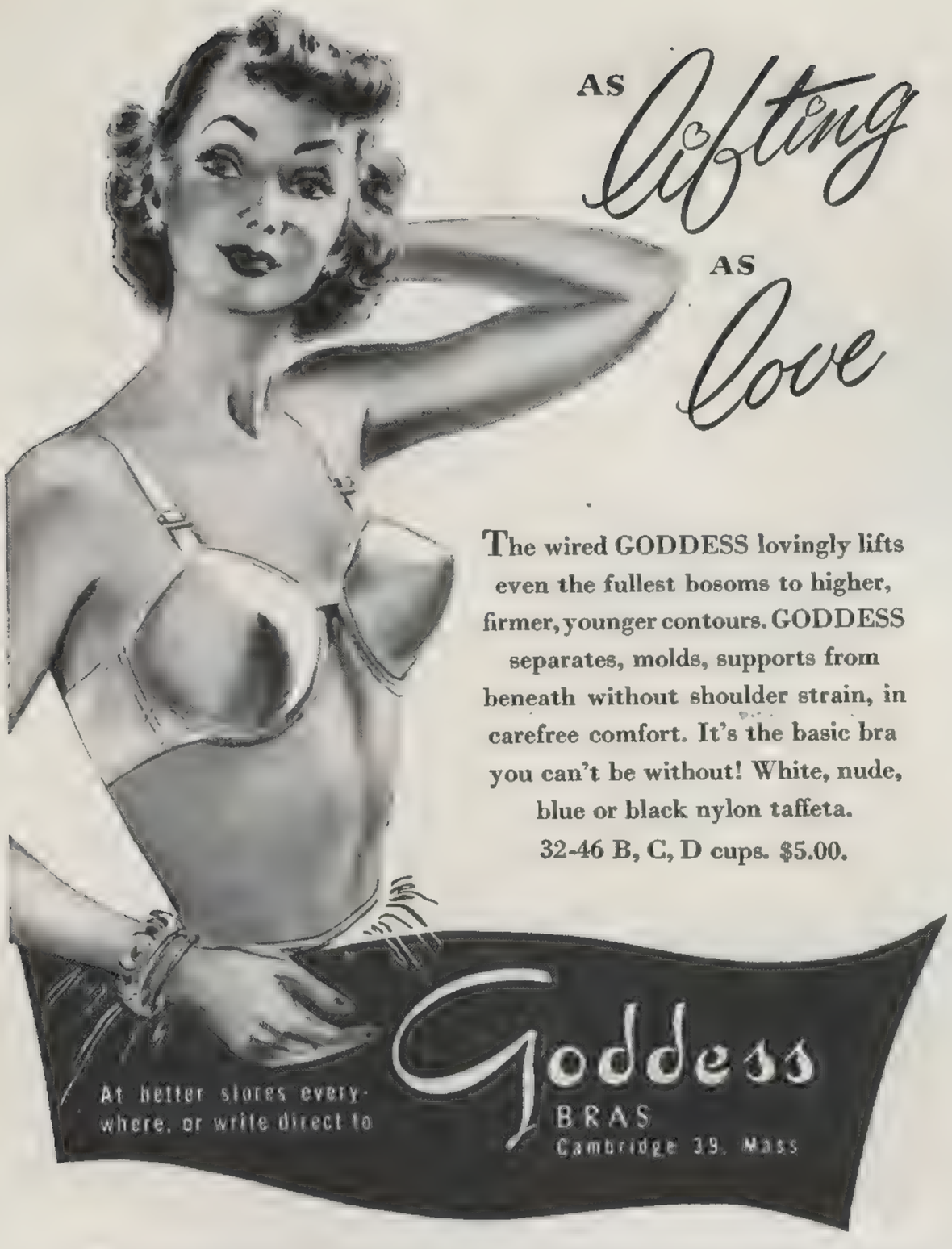
(Continued on page 214)

RAWLINGS



At Fine Stores Throughout America







AMERICAN FOOD— FOR BETTER OR WORSE

(Continued from page 213)

they are a waste of time and money. Americans who think they like roast beef "well done," that is, with all the taste cooked out of it and the vitamins exterminated, should learn to eat it rare. Learning, as I remarked before, is not impossible in the realm of food, and will prove worthwhile.

Cheap roasts of beef that have to be thoroughly cooked to tenderize them, roasts of lamb, veal, or venison, should be placed on the rack in the roasting pan and seasonings should be placed *under* the rack. Pungents, aromatics, and condiments may be used in any number of combinations and should be immersed in wine and stock that do not touch the roast.

The vapours will rise and season the meat. Their fragrance will perfume the premises and stimulate all appetites within range. It is easy to understand that the juice at the bottom can be seasoned much stronger than the meat itself, and should be. The meat juices and the basting liquors will combine with the original seasoning, and when the roast is ready, the liquid from the bottom can be strained, thickened, sprinkled with parsley and chopped onion tops and/or Chinese green garlic. It makes a delicious sauce.

The best way to cut down unnecessary expenses in connection with eating is to learn to use meat as a condiment, in sauces for rice, macaroni, mashed potatoes, wheat or oats pilaff. That is also true of shellfish. With the meat of one fine lobster, braised in butter and stirred into mashed potatoes which may be browned or left white, one can provide the main dish of a meal for a family. The potatoes, in that case, should be boiled in water containing a few rosemary leaves. The lobster flavour permeates the whole. Pilaff, with homemade sauce for the rice, wheat, oats, or any combination of them, may be made from lamb shanks, ox tails, and odds and ends of meat the butcher sells cheaply, in small quantities. What will be remembered is the seasoning.

Shoppers for food should study the situation and attain more dignity. By so doing, they will be sustaining and improving democracy and making better Americans from sounder materials at a lower unit cost.

[EDITOR'S NOTE: Elliot Paul, practically a book-a-year author, lists gourmet and cook prominently among his amateur skills. Paul's works, written in a variety of tones, include the tender *Life and Death of a Spanish Town*, several extravagantly burlesqued murder mysteries. A big, bearded, flamboyant man, he is just back from a year in Paris where he was working on a sequel to his best-selling *The Last Time I Saw Paris.*]

BEHAVE LIKE A BEAUTY

(Continued from page 140)

colouring attention, chooses her lipstick in the daylight, spends time on finding her right tone of rouge, chooses her powder carefully.

A beauty smells—beautiful. In that sense you can buy beauty in a bottle. You can use your perfume as if you were not afraid of it, and wear it always. Fragrance can evoke an aura of beauty—with you in the middle. If white flower bath oil in your tub makes you feel beautiful, use it.

When you are done—made-up, dressed—relax. A beauty is never publicly concerned with her looks. She doesn't fuss, adjust straps (they are perfectly adjusted); she does not scrounge in her bag for repair tools; her hair is so well shaped that it seldom needs more than a touch of the comb in the front hall; she never has an apprehensive look on her face when she meets a mirror—as if she expected to see a seven-headed monster.

Once you begin behaving like a beauty, you begin feeling like a beauty. Feeling like a beauty is almost certain to colour, pleasantly colour all of your responses to the world around you—and vice versa.

Your authority . . . whoever you are . . . wherever you live . . . is

VOGUE'S BOOK OF ETIQUETTE

A guide to traditional forms and modern usage

by Millicent Fenwick, Associate Editor of Vogue.

672 pages, 400,000 words; 100 illustrations.

Price, $5.

An all year round present to begin, or add to, the family's collection of reference books.

DO YOU WANT TO BE FAT?

BY LYDIA ALTSCHULER

Do you *want* to be fat?

Probably your answer is an indignant "No!"

Yet, doctors have discovered that if you remain chubby, this may be the way you want to be.

Naturally, you don't recognize this wish. Consciously, you want to reduce. You cluck when you get on the scales, and swear to go on a diet "tomorrow," or "next week," or "after the week end." Perhaps you are already on a reducing diet which you break by daily nibbles while your conscience looks the other way.

Unfortunately for the majority of fat people, food becomes more than a means of satisfying physical hunger. It becomes a means of appeasing a deeper hunger for security or happiness. Food can be a drug, more respectable but no less habit-forming than alcohol. It can become material with which to build a barrier against the frightening challenge of development.

Take the case of teen-age Sally Deane, the daughter of a Midwest professor. Babied and overfed from childhood by her fat mother, she felt awed by her father who could not hide his disappointment at his daughter's pudgy figure and at her no-more-than-average intelligence.

Even her mother sniped with remarks which started: "When I was your age. . . ."

Sally turned to eating as an alcoholic turns to cheap whiskey. It gave her the pleasures and satisfactions which family life did not supply. Her chubbiness made her morbidly sensitive. It also cut her off from active play, sports and social contacts. But this, too, may have been what Sally wanted.

Growing up was a threat. Incidents like a date, a party, which can frighten even normal youngsters, were to her agonizing perils. How convenient, then, to be fat so that nobody would ask for a date, so that she could refuse invitations to parties and so that the boy next door would walk with the girl on the other side of the street.

Yet all this time Sally was fussing outwardly about her fat, "wishing she could reduce," lapping up daily ice-cream sundaes and blaming it all on the "glands" she thought she had inherited from her mother.

One day she went to see the family doctor. He examined and tested Sally. The tests showed that in her case, as in many others, the trouble was not caused by abnormal glands or other bodily disorders.

But instead of dismissing her with a pat on the back and a printed diet list, he said seriously:

"Sally, I'm putting you on a diet. There's no physical reason, if you follow this, why you should not lose weight. But, something is keeping you fat. Something makes you eat too much. Since there's nothing in your body to account for this, it must be something in your mind, in the way you feel. Let's try to figure out why you behave the way you do."

The doctor talked with Sally's parents too. It took a lot of time, figuring, and helpful sympathy. It also took a dancing class, bicycle trips, hikes, picnics and the prospect of new clothes in smaller sizes.

As a result Sally lost 30 pounds and stayed healthy, shrank from a sulky size 18 to a pert 13.

Recently at Jefferson Hospital in Philadelphia three thousand obese patients were studied.

Only 41—or one out of every 73—were found to be overweight from causes other than too much food and too little exercise.

Discussing the belief in hereditary fat, the doctor in charge of the study said that obesity is a family condition "in that the custom of eating excessively is cultivated in the children."

Dr. L. H. Newburgh, professor of clinical investigation at the University of Michigan, recently reviewed the alleged causes of overweight. In the majority of cases, he showed, such explanations as "low metabolism," "lessened caloric response," or gland disorders do not account for the excess fat. He added:

"Obesity is invariably caused by an influx of energy that exceeds the outflow and this disproportion is brought about by an abnormality of the appetite. Excessive eating is the expression of a mood. It is behavioristic response to a person's environment."

Dr. Hilde Bruch, distinguished pediatrician and Associate in Psychiatry at Columbia University's College of Physicians and Surgeons, has for years worked with obese patients. In a recent report she showed how, for many youngsters, excessive fat starts with overfeeding by the mothers. To these mothers, she explained, "food stood for more than its caloric value. It represented health and security and, more often, love and affection."

When tired or frustrated, some people try to go to sleep. Others go out on a bender. Still others—and they are the fat ones—raid the icebox. Food gives such persons a sense of peace, repose and satisfaction. Thev lapse back to childhood when overprotecting parents tried to shield them from life's hazards with food.

For some, added bulk and weight may give a fictitious sense of power and importance. But the fat person wants desperately all the things which he is making impossible. He wants to be loved. He wants to be admired. He wants the satisfaction that comes with success.

True, some fat people seem jolly and contented. But, doctors find, the cheerfulness is often a mask covering disappointment and unhappiness.

Obesity is usually a deep-rooted problem and, like most emotional problems, can not be cured overnight. But it can be attacked and solved by guidance and understanding, coupled with the individual's insight into his personality.

A recent experiment with 93 obese patients at Duke Hospital provided interesting results. Of this group 38 were given no calculated diet, but the principles of nutrition were explained and instructions were given for keeping a food diary; doc-

(Continued on page 216)



FORTUNE CRAVATS

"Sans Pareil"



There are *abstracts* of a gay flair for the man whose individuality chooses a "dashing" action of design. *Neats* for the conservative gentleman who enjoys sobriety. And we believe everyone will be charmed with Fortune's classic cravats of *fable* and *myth* design.
$6.50 to $15.00

Fortune Hand Paints
$10.00 to $27.50

Hand Screened Original Prints, Luxurious Silk Crepe.

At fine stores everywhere or write:

FORTUNE CRAVATS INC.

118 Lexington Avenue, N. Y. 16.

The most talked about jewelry of The year!

"SAMSON & DELILAH"*

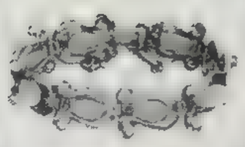


Inspired by Cecil B. DeMille's masterpiece, featuring Hedy LaMarr and Victor Mature.

Authentic Minoan creations, a blend of Jeray Jewelry and American Beauty Pearls . . . striking the keynote of a new trend.



Ask your favorite shop to show you the Samson and Delilah line of Minoan jewelry. Accept no substitutes.



Prices range from $2.00 to $15.00

RICE-WEINER & CO.

366 Fifth Avenue, New York 1, N. Y.

*Copyright 1949 — Paramount Pictures, Inc.

FROZEN FOODS À LA FRANÇAISE

By ANTOINETTE M. QUILLERET

A NATIVE of Bordeaux, France, Miss Quilleret developed a native interest in food into an epicurean hobby and became a fine cook. On behalf of women who, like herself, work all day with little time to shop or prepare a dinner, she has experimented with frozen foods, come up with the following two menus built around them. Each dinner takes exactly an hour to prepare.

DINNER (FOR SIX)

Shrimp cocktail à la Créole
Scallopine of Veal Lyonnaise
Rice à l'Étouffe
Petits Pois à la Française
French Bread
Dry White Wine
Endive and Beet Salad
Crackers
Brie Cheese

Shrimp Cocktail à la Créole

2 jars of frozen shrimp cocktail
½ pint of sour cream
1 lemon

Place the shrimps in their jars in a saucepan with warm water over a low flame. Leave until the water has boiled for ten minutes. Remove from stove, open the jars and pour the shrimps into a mixing bowl with an equal amount of the sour cream, mixing thoroughly, adding the juice of half a lemon. Place in the refrigerator to chill. Serve on lettuce in a cocktail glass.

Scallopine of Veal Lyonnaise

3 packages of frozen veal
1 small can of button mushrooms
1 can of boiled onions (not pickled)
1 pint of heavy cream
1 cupful of sherry
1 lemon
½ lb. of butter
nutmeg, pepper, bay leaves

Thaw the packages of veal cutlets under cold running water until the packages feel soft. Meanwhile, drain and cut half of the onions in half, lengthwise. Sauté in butter with two bay leaves, ½ teaspoonful of salt, and ⅛ teaspoonful of pepper. Open the packages of cutlets, wrap them in cheesecloth and pound until thoroughly tenderized. Remove the cutlets from the cheesecloth and squeeze over them the juice of one lemon; salt and pepper. Place with the sautéed onions browning them quickly on both sides, add butter if necessary, cover, and let simmer for ten minutes. Sauté the mushrooms in butter, add ½ teaspoonful of salt and ⅛ teaspoonful of pepper. Remove the veal and onions and add to the mushrooms. Add a cupful of sherry diluted with one tablespoonful of water and let simmer until all the liquid has cooked off. Then pour the pint of heavy cream into the pan in which the veal and onions were cooked and bring to a boil stirring constantly with a wooden spoon. Add ⅛ teaspoonful of nutmeg, ¼ teaspoonful salt and ⅛ teaspoonful pepper, continue to stir until the sauce has reduced by one half, thickening and turning a rich brown. Pour the sauce over the veal, mushrooms and onions on the serving platter.

DINNER (FOR FOUR)

Mock Bisque d'Écrevisses
Bœuf Roulé à la Bordelaise
Pommes de Terres Sautés
Creamed Spinach flavoured with Onions
Fruits Rafraichis, Lady Fingers

Bœuf Roulé à la Bordelaise

4 packages of frozen minute steaks
1 can of whole tomatoes
1 can of sweet red peppers
¼ lb. of bacon
1 can of whole cooked onions (not pickled)
Parsley, thyme, bread crumbs
½ teaspoonful of salt
⅛ teaspoonful of pepper
1 box of toothpicks
1 can of tomato juice
1 cupful of sherry

Place the packages of frozen meat under cold running water until the packages feel soft. Mix a stuffing of three of the whole tomatoes, two of the red peppers chopped, two slices of crisp bacon, chopped, two tablespoonfuls of the cooked onions, chopped, a sprig of chopped parsley, one piece of thyme, ½ teaspoonful of salt, and ⅛ teaspoonful of pepper. Mix thoroughly with sufficient bread crumbs to stiffen the mixture to the consistency of a good stuffing. Next, open the packages of frozen meat, and spread each steak with a tablespoonful of the stuffing mixture. Roll the steaks wrapping each in a slice of bacon and skewer the whole with toothpicks. Brown the rolled meat quickly in a greased heavy frying pan, then add the remaining stuffing, ½ cupful of tomato juice, and the cupful of sherry to which one tablespoonful of water has been added. Cover and let simmer for twenty minutes. Serve on a deep platter ringing the spinach. Pour extra gravy over the steak rolls.

Creamed Spinach with Onions

2 packages of frozen chopped spinach
⅔ of a can of whole cooked onions (not pickled)
½ teaspoonful of salt
⅛ teaspoonful of pepper
½ teaspoonful of celery salt
½ pint of sour cream

Place the packages of spinach under cold running water until the packages feel soft. Cut the boiled onions into thin slices and cook until completely tender in a saucepan of water to which ½ teaspoonful of salt and ⅛ of a teaspoonful of pepper have been added. Cook the spinach in boiled salted water until tender, then strain through a fine sieve until thoroughly puréed and all the water has been drained off. Drain the onions and place in the top of a double boiler with the puréed spinach. Heat thoroughly and just before serving add ¼ of a teaspoonful of salt, ⅛ teaspoonful of pepper, ½ teaspoonful of celery salt, and ½ pint of sour cream. Mix thoroughly, but do not allow to boil. Remove and serve on the deep platter with a ring of meat rolls.

Fruits Rafraîchis

1 package of frozen strawberries
1 package of sliced peaches
1 bottle of red wine

Thaw the packages of frozen fruit under cold running water until the packages are soft. Then open and place the fruit in the bowl in which it will be served. Cover with two cupfuls of the red wine. Then place in the refrigerator to chill and marinate until time to be served.

DO YOU WANT TO BE FAT?

(Continued from page 215)

tors studied the lives of these patients, tried to help them realize why they had turned to excessive eating and how they could discover other outlets.

Thirty-five other patients were put on reducing diets, without counselling. Ten were given amphetamine, which is supposed to cut down appetite; ten were given thyroid.

The thyroid patients showed no loss of weight. Those on amphetamine lost first, then gained. Patients on simple reducing diets lost some weight, but after a year most of them had gained it back. Of the group of 38, who were receiving guidance, 35 lost weight within the first two weeks, 26 of these still maintained their weight loss after a year's time.

Food addiction, like drug addiction, is a hard habit to break. Not everybody can strike out for himself. Some need outside support, guidance and understanding. Obesity can never be successfully attacked by ridicule, criticism or abasement, either from within or without. Such treatment only undermines the self-confidence of the fat person and makes him retreat further. Only by building up the fat person's ego, affirming his genuine desire for happiness and his own sense of responsibility, can the fat person shed the excess covering, revealing the normal, active, ambitious self which has been calling for release inside.

"EARLY AMERICAN"



MIEHLMANN

In harmony with modern designs for dining—and with modern taste—are the clear and charming lines of the tableware once wrought by the silver craftsmen of early America. Here, by Lunt Silversmiths, a copy in sterling silver of one of the early patterns. "Early American," luncheon fork, $5.50, knife, $4.92, spoon, $3.33; place setting, $26; all, tax inc., Bloomingdale's.

AMERICAN DESIGN: MID-CENTURY

(Continued from page 168)

Complements to dining shown in the photograph, upper right, on page 168. In ebony-finished plastic, a long boat-shaped dish for fruit, flowers, or whatever, $9; America House.

A three-piece cream and sugar service in burnished brass, designed by Naomi Raymond. Of rosewood: the tiny feet on the tray and the knob on the sugar dish cover. $25; Edith Hernandez.

The dinner plate of white china is "Museum Shape," by Castleton. $54 a dozen at Altman.

Hand-woven mats (and napkins) in checked brown and white linen. Made to order; Rowantrees.

Crystal pepper shaker with a sterling silver top, $30; salt dish to match, $8.50. Salt spoon, sterling silver, $3. All, tax included.

Beaker-shaped cigarette urn in crystal, $8.50. To match the urn, a crystal ash tray, $10.

Goblets in water and wine size, crystal, with tear-drop stems. Water goblets, $135 a dozen. Wine goblets, $120 a dozen. All at Steuben.

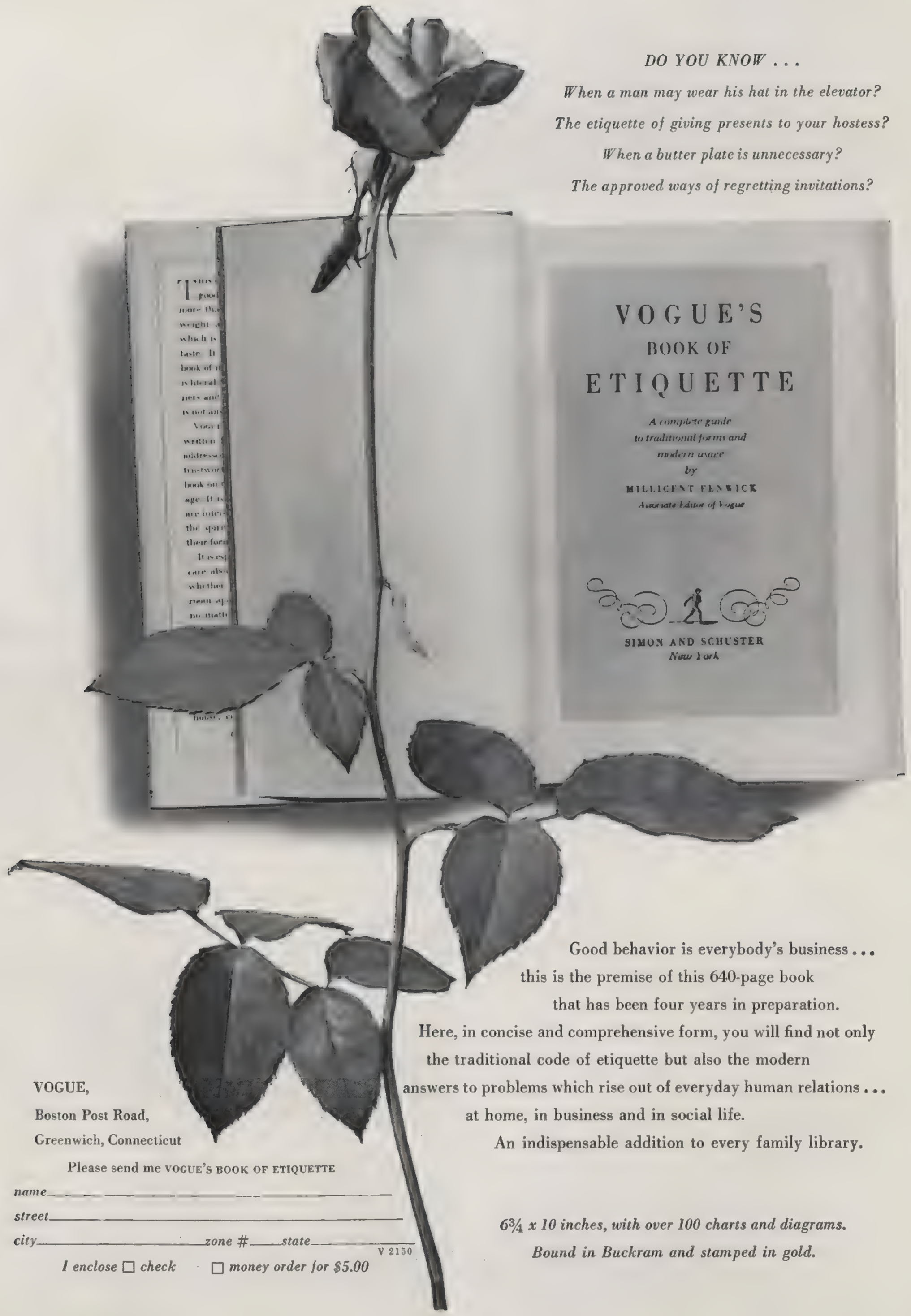
See silver details above.

CORRECTION

In the December issue of Vogue, in an article entitled "Christmas at Cuzco," there appeared a misstatement which we now correct. The misstatement was: "Cotton is unknown in Peru." This is an obvious (and ridiculous!) error, and we hasten to state (as we are sure most of our readers know anyway) that cotton is and has been for hundreds of years one of the major products of the country of Peru.







DO YOU KNOW . . .

When a man may wear his hat in the elevator?

The etiquette of giving presents to your hostess?

When a butter plate is unnecessary?

The approved ways of regretting invitations?

Good behavior is everybody's business . . .
this is the premise of this 640-page book
that has been four years in preparation.
Here, in concise and comprehensive form, you will find not only
the traditional code of etiquette but also the modern
answers to problems which rise out of everyday human relations . . .
at home, in business and in social life.
An indispensable addition to every family library.

6¾ x 10 inches, with over 100 charts and diagrams.
Bound in Buckram and stamped in gold.

VOGUE,
Boston Post Road,
Greenwich, Connecticut

Please send me VOGUE'S BOOK OF ETIQUETTE

*name*_____

*street*_____

*city*_____ *zone #*____ *state*_____

V 2150

I enclose ☐ *check* ☐ *money order for $5.00*



REALSHEER HOSIERY CORPORATION, GREENSBORO, N. C.

FASHION LANGUAGE

(Continued from page 170)

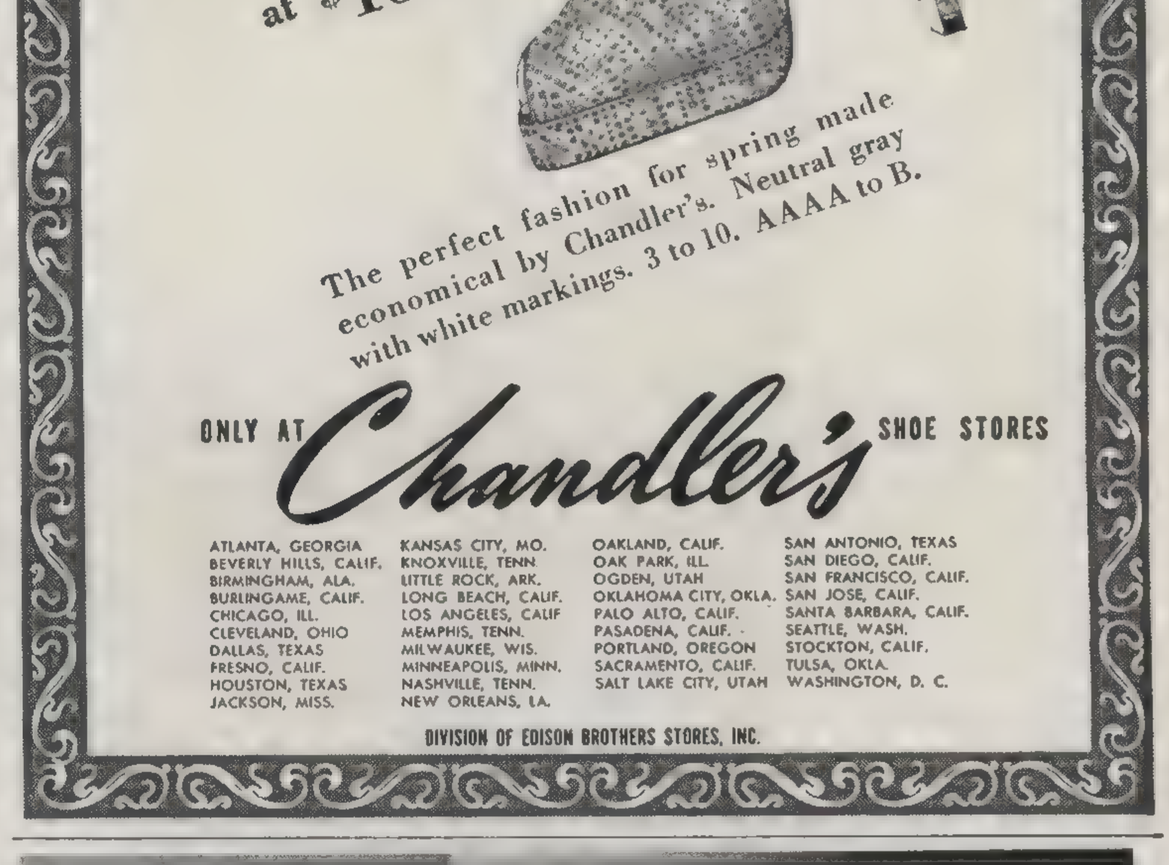
GREY PLUS COLOUR. One of the accepted facts about America: the grey flannel suit, the grey covert suit. This spring, there is a new interpretation: grey worn with colour. Grey with several yellow accents. Grey with a glowing new apricot (colour news in itself). Grey with China blue and a dash or two of yellow.

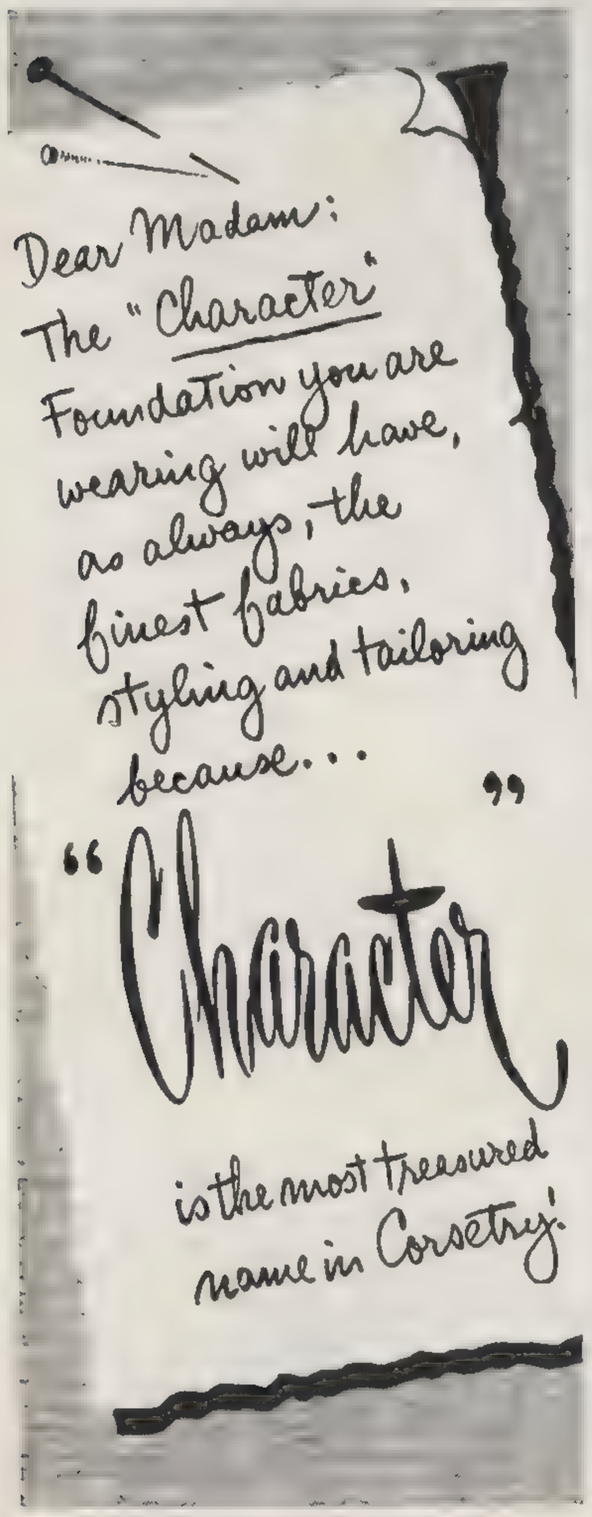
THE GOOD GAY COAT. If you stood at any American street corner and clicked a meter, you might count one red coat in every ten coats passing by. The idea of a bright coat as a classic, basic, day-in, day-out coat has spread—now the new spring one might veer off into a rosy orange, an ice-cream pink; in tangerine or lime.

CHECKS, CHECKS. Name a fabric—you'll find it in checks. Clean and fresh, in everything—for all hours.

THE NEXT HAT. The famous little American hat is coming down on the forehead, this spring. There is the new pillbox, worn dead-level; there is the sailor, straight-forward this year, with one rose, perhaps, set askew at the front beneath the brim. There is a new, elliptical sailor, the brim level fore and aft. There is the duckbill hat sitting squarely, its brim an enormous eyeshade. Even our big, cartwheel hats are worn farther forward this season—unless, unless, that is, it's part of a reverse movement. There is the little, important casserole hat settled firmly, deep on the head, with a dusting of malines tied in a knot at the *nape* of the neck. There is a head-fitting mould of straw curved at the back into what approximates a page-boy coiffure. And there are special ideas: for Mary Martin hair, a single rose (a botanist's wildest dream) spread to cover the top of the head, and settled there without a tilt. There is a black horse-hair cloche, a tailored version of a dinner hat, with pink piqué roses parked at one side. There is a new half turban, an American turban—made of light, light chiffon with flowers wound over one ear. There are half-shell hats, the curve closed in with veiling. There is a coarse mesh veiling stiffened into a fencer's mask, with red flowers scattered throughout. There are flowers. Wheat-coloured, golden-pale straws sometimes faced with black or brown velvet. Polka dots. Black velvet looking forward to summer. And ballibuntl, Leghorn, Shantung straws.

AMERICAN ACCENTS. This spring, you'll see red shoes where you might have seen black.... The shirt sleeve, *the* sleeve of coats, suits, dresses.... The T-shirt dress cut in T-shirt lines; of—to go on with a good idea—T-shirt cotton jersey materials.... Nasturtium colours in gloves; jonquil shades, peach shades to wear with greys or navy blues.... Sleeveless wool dresses with jackets, to move easily through an American woman's day (there is grey flannel, for instance, with a deeply curving neckline front and back, to wear all day with its own jacket, and on to dinner without).... Linen for evening, from now on....







Dolores *has the Secret*

Her New Bra—"NATURE-LIFT"



gives you desired allure —and makes it *natural!*

Talented Dolores has designed an exclusive, patented bra that will fit you divinely . . . . and do something for you.

Lifts not only from below—but also from the sides upward and forward! You'll thrill at this entirely new support.

Feels heavenly, too . . . never cuts shoulders; never rides up back. $1.25 to $5. Write for store name.

• *Write Dept. 1 for your complimentary copy— "Accent Your Femininity" —from desk of Dolores.*

Dolores

MEMPHIS, TENNESSEE



ENCHANTING SPRING JEWELS . . . Center, butterfly pin, wings studded with assorted brilliant jewels* and pearls*. About $5.00. Upper right, lady bug with pearl* head and single jewel* body. About $1.00. Upper left, wasp, pearl* studded body with Baroque pearl* wings. About $2.00. Lower right, glamorized ant with Baroque pearl* body. About $1.00. Lower left, baby butterfly, studded with assorted brilliant jewels*. About $2.00. All pins gold-plated. **Prices subject to 20% Federal Tax. At better stores everywhere.**

*simulated

Accessocraft

DESIGNERS OF FASHION JEWELRY

389 FIFTH AVE. • NEW YORK 16, N. Y.

CITY-COUNTRY SUIT SHOES



Right: Smooth calfskin shoe as traditional, in all but colour, as a plain grey flannel suit. The colour: red, fashionable spark for grey, beige, American blues. $16; Halle Bros.; Frost Bros.

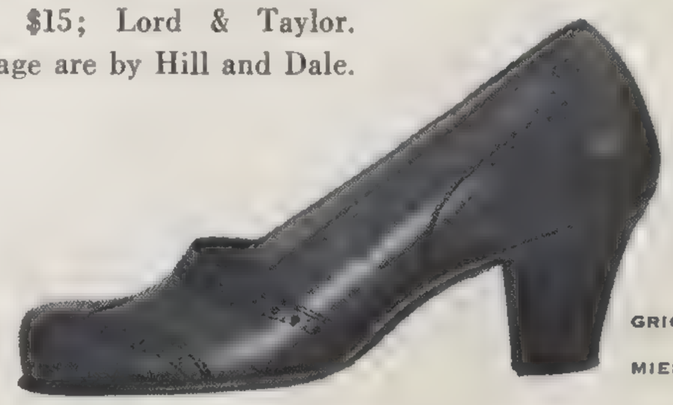


Above: Shoe with the city-country advantages of a good tweed suit. In Cordovan-colour calf with a small stitched-down wing of the same smooth calf, slanted on the vamp. $16 at Lord & Taylor.



Left: Classic single-strap spectator shoe in amber-brown calfskin. Good company for many a commuting suit—one of beige or grey men's-wear worsted, for instance. $16 at Lord & Taylor.

Below: Very American—the spectator opera pump with neat, narrow rows of perforations. In amber-brown calfskin, $15; Lord & Taylor. All the shoes on this page are by Hill and Dale.



GRIGSBY MIEHLMANN

A WALK WITH DE SICA

The maker of "The Bicycle Thief"

BY ROSAMOND BERNIER

WALKING slowly down the narrow streets of the Quartier Latin, Vittorio de Sica, author, director, and producer of the brilliant Italian picture, *Ladri di Biciclette* (*The Bicycle Thief*, now duplicating its Rome and Paris success in New York), talked freely but with certain linguistic hesitations, in French resting heavily on an Italian base; occasionally a few words in pure Italian twirled out happily, like the pirouettes of an accomplished ballerina. He had shot almost all his film out of doors, in the streets of Rome, in the daylight, and so I wanted to interview him in the same way, casually walking along the streets—this time of Paris.

Noticing his handsome good looks, I remembered that he had been a successful leading man before the war—he is tall, well-built; grey hair, dark skin—a strong face with a decided nose, gentle, slightly uneven dark eyes. He was carefully, even elegantly, dressed in a brown Prince de Galles suit, and wore a dark brown hat—nothing of the casual bohemian about him. He spoke with easy relaxation, with that peculiar Italian gift of making an immediate human contact—establishing a level of sympathy and understanding. How well this quality must serve him in dealing with the amateurs he chooses for his films. He is warm, humorous, outgoing yet reflective.

I told him that René Clair, the great French movie director, had been overwhelmed by it and said it was one of the finest pictures of the last thirty years—up to the level of the great Chaplin pictures of the early days. He was very pleased, but modest in his reaction. "Do you think foreign audiences understand enough without catching the dialogue? Is it clear to you?"

He had made *The Bicycle Thief* in a month and a half, but the preparations had taken over a year. The whole thing was so clear in his head that once he started shooting he never even looked at the script. He said the English director, David Lean, wrote and asked how he managed to work in the streets with such crowds surging around the camera. "It was easy. We blocked off the streets; the police were helpful. Whenever I needed people in the film, they were already planted there. You know how the artificial is often more convincing than the real—those casual effects of people in the streets were all calculated."

He went on to explain that all the actors were non-professionals except for one who had appeared in his previous *Shoe-Shine*. De Sica had asked over the radio for applicants for the rôles to come and see him. "The man who plays the father brought his little boy to be tested. He never intended to try out for a rôle himself. His boy was too old, twelve years old, but the father had just the kind of face I needed—narrow and mobile—so I chose him. He was a metal worker in a big plant in Breda. I made him promise on his word of honour to go back to his job after the film was over—I didn't want him to have any false hopes for the future. Then I went to his employers and made them promise, too, that they would take him back."

"And what about the little boy?"

"Have you noticed," De Sica broke off proudly, "as soon as the little boy comes on the screen, the whole audience is for him, he wins them right away? He is a boy from a very poor family, eight years old. His mother sells flowers on the street. He lives in a kind of cave, five people in one miserable cave. Sometimes we would go to a café together—he never asked for anything. He would eat one of the cakes I would order for him, but the second he wrapped in a napkin to take home to his mother."

"He had great dignity."

"You felt that—good. Yes, dignity, and a kind of responsibility too great for his years. A wonderful face, that plain little face with the big nose. Very sensitive and expressive without being maudlin. I wanted to avoid the over-pathetic quality which a prettier child might have given."

What makes the film so shattering is that there are no easy effects, no sentimentality, no self-conscious artistry, no class angle. The father, played by the metal worker, is not exploited by any particular group. He is alone in the world, not responsible for his own misfortune, unable to communicate with his fellow man, unable to cope with his surroundings. The film's string of slight incidents is shown with a kind of objective tenderness. The little boy is touching without being winsome; the father is restrained, intense, sympathetic.

De Sica watched with interest the people who came along the street. "The French are extraordinary, everyone an original type."

"More than the Italians?" I asked.

"Yes, more. I have never seen as many curious and interesting faces as here in Paris. I am thinking of finding some characters here for my next film."

"But what about the language problem?"

"That does not matter much, nor if they can act or not. I can make them do what I need if only I have a face to work with—that is what counts."

Seeing Paris through his eyes, I began to notice the most extraordinary creatures appearing as if by magic, each more fantastic than the other. An incredible old man with a long white beard and velvet cap wearing a rusty Chesterfield . . . a little black boy of about ten leading a much younger boy by the hand, this one very fair with blue eyes, a tartan wool scarf wrapped all around his head

(Continued on page 222)

Advertisement

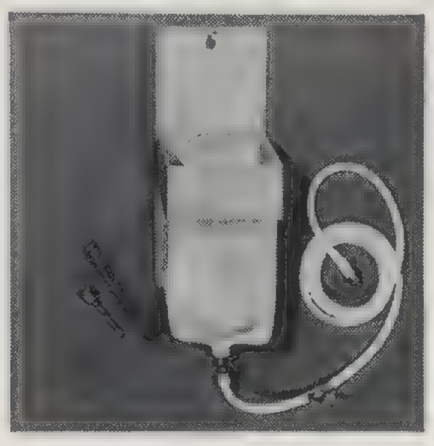
A DISCOVERY IN BEAUTY
FOR FASTIDIOUS WOMEN

The New **DeLuxe Compacto** by Seamless

"The Ultimate in Feminine Syringes"



FUNCTIONAL BEAUTY. New DeLuxe Compacto folds into its own handsome, satin-finish aluminum case no larger than a jewel box. Dainty cameo cover. Beauty and quality in every detail. Doesn't *look* like a syringe! Perfect for home use and traveling—neat, trim, easy to tuck away. Truly the finest French-type folding syringe ever manufactured. Acclaimed by discriminating women from coast to coast!



EASY TO USE. Sturdy, non-corrosive aluminum frame holds bag rigid for easy filling, mixing, cleansing, drying. Snow white rubber bag and tubing. Holds 2 qts. 10 ozs.—10 ozs. more than ordinary syringes! Ask for DeLuxe Compacto . . . sold by leading drug and department stores (if unavailable, write manufacturer for name of nearest dealer). $4.95. Made and guaranteed by the world's largest manufacturer of rubber sundries.

THE SEAMLESS RUBBER COMPANY
NEW HAVEN 3, CONN.



more than a fashion . . .
a mark of exquisite taste!

"SPRINGTIME"...the newest collection of wondrous patterns in every heel height.

beautifully made...moderately priced.

BOURBEUSE SHOE CO., MAKERS • UNION, MO. • 47 W. 34th, NEW YORK

A WALK WITH DE SICA

(Continued from page 221)

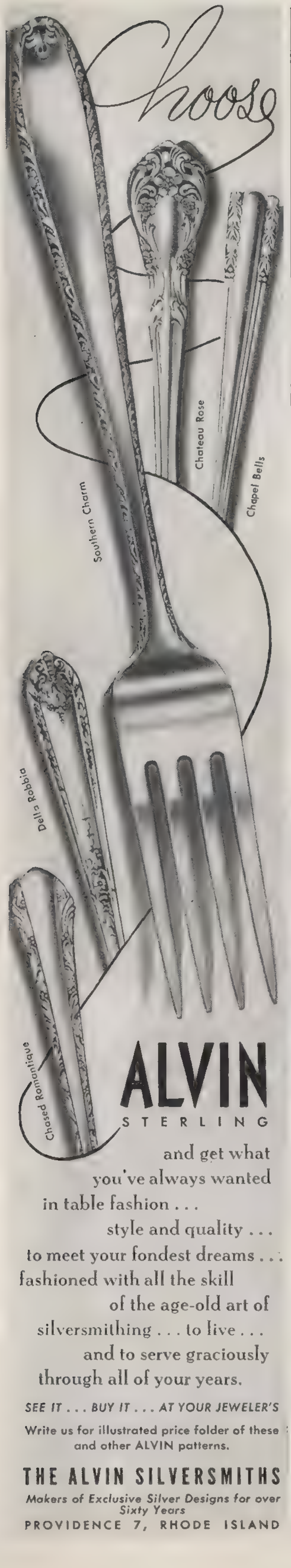
and tied on top with an incongruous bow . . . they kept coming; I think De Sica makes it happen wherever he is.

"Did you like the scene with the Seminary students?" he asked. This had been a brilliant little interlude in the film where the father and son, desperately and unsuccessfully looking for the stolen bicycle, are caught in a thunderstorm and take refuge under an overhanging roof in the market place. They stand there unhappily and are joined by a long line of student priests who file in, their gowns heavy with rain, wearing their round hats—like apparitions from another planet. The little boy looks up at them with curiosity, then they start chattering to each other in German. He is completely baffled. Somehow in this short scene De Sica is able to express without pretension and with humour the aloneness, the fundamental lack of comprehension between man which is always his theme. And also to picture a characteristic detail of the Roman scene—the foreign seminary students scurrying in their scarlet coats.

"I liked that myself," he admitted, "particularly in colour. It looked wonderful—the bright reds against the grey stone of the market place. People have said there is the influence of Kafka in my films. Do you think so? It is not a conscious influence, but of course one reflects one's time and mental climate. In Italy we read Kafka and Sartre—we all feel that lost position of the helpless individual caught in a situation. It is not an original theme, but a general one of our century, so perhaps I can not help expressing it."

Then the biographical questions. Born 1901 at Sora (a little town near Naples) where his father was director of the Bank of Italy. A prosperous middle-class background, education in Naples, Florence and Rome. On the strength of his appearances in amateur theatricals he was offered a job on the stage, so he was faced with the choice between following his father in a banking career, or the theatre. Contrary to tradition, his father urged him to chose the stage, which he did—but without any particular enthusiasm. "They wanted a young man with a sense of humour for romantic rôles," De Sica explained. He began with a company headed by Tatiana Paulova; later formed his own group with Sergio Tofano, and Giuditta Rissone whom he subsequently married. (He has an eleven-year-old daughter who has never acted.) "I played in a lot of sentimental comedies, not very interesting." Then he started playing the same kinds of rôle in films, alternating between stage and screen as a

(Continued on page 224)



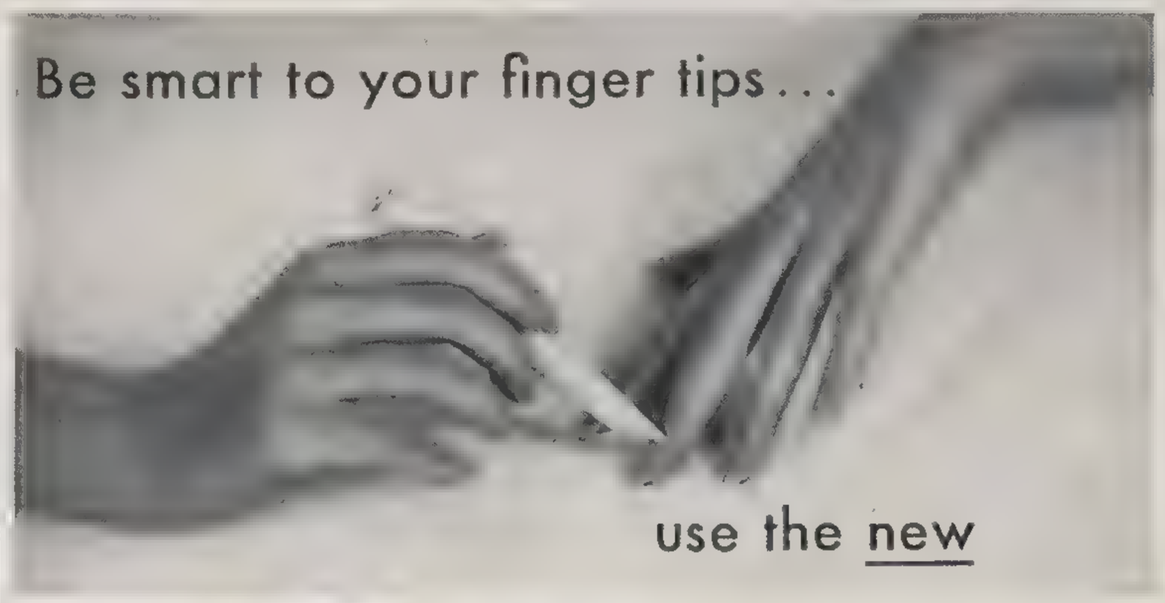
ALVIN
STERLING

and get what
you've always wanted
in table fashion . . .
style and quality . . .
to meet your fondest dreams . . .
fashioned with all the skill
of the age-old art of
silversmithing . . . to live . . .
and to serve graciously
through all of your years.

SEE IT . . . BUY IT . . . AT YOUR JEWELER'S

Write us for illustrated price folder of these and other ALVIN patterns.

THE ALVIN SILVERSMITHS
Makers of Exclusive Silver Designs for over Sixty Years
PROVIDENCE 7, RHODE ISLAND

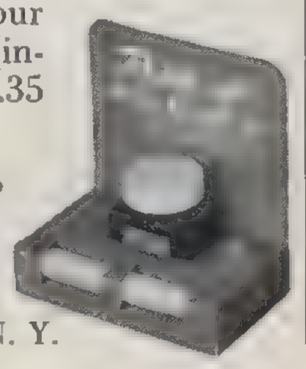


Pritti® Cuticle Method

Your cuticle *can* be smooth and soft if you use the gentle PRITTI Cuticle Method!

Dip your PRITTI Molder in the lotion until the thirsty sponge automatically absorbs the lotion. Touch the sponge to the base of each nail; work the lotion in and around the cuticle. Dead, hard tissue will dissolve, leaving a pretty, even cuticle line.

Never, never, NEVER cut your cuticle! Get the new PRITTI Cuticle Molder Set at your favorite cosmetic counter . . . it's only $1.35 (including 10¢ Federal Tax) complete—or send $1.35 with your name and address to:



The House of "4711"

Ferd. Mulhens, Inc., 25 West 45th Street, New York 19, N. Y.



you'll find me only on fine

Handkerchiefs

BLOCH FRÈRES

TRADE MARK REG.

BLOCH FRÈRES

Look For The Red, White And Blue Designer Label
AT FINE STORES
11 East 38th Street, New York City

HOUSE
&
GARDEN'S
PORTFOLIO
OF
FLOWER PRINTS

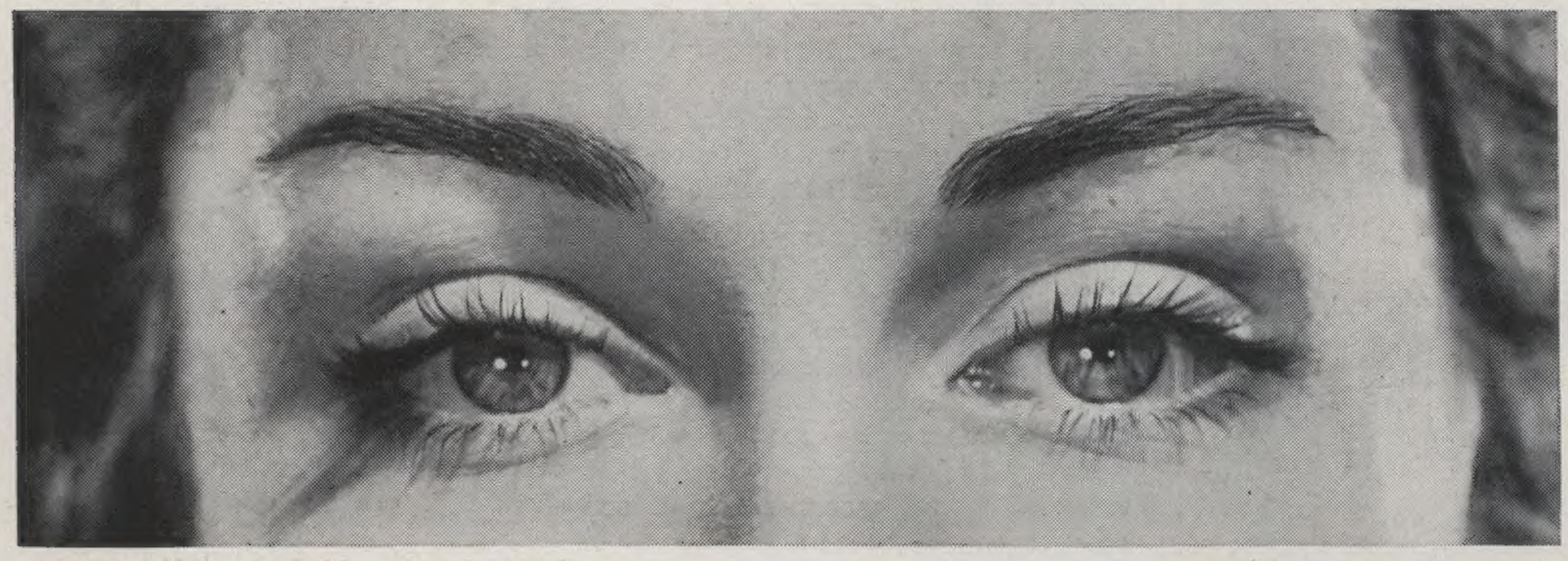
•

Price $7.50

•

CONDÉ NAST
PUBLICATIONS
Greenwich, Connecticut

How will they look to YOU a few years from now?



Your wife's eyes: What will you read in hers when she asks whether you can afford that modest cottage that's for sale?



Your boy's eyes: What will you see in his eyes the day he asks whether you can afford to send him to college?



Your own eyes: What will the mirror tell you about them when it's time to retire, and take things easier?

There's no better time than right now to sit back and think what *you* will see in your family's eyes a few years from now.

Whether they glow with happiness or turn aside with disappointment depends, to a very large extent, upon what you do *now*.

So plan *now* for that home you plan to buy eventually . . . set aside money *now* for his college education . . . plan *now* for the day you can retire.

Decide now to put part of your salary, week after week, year after year in U. S. Savings Bonds, so that you will have the money for the *important* things you and your family want.

Insure your future by signing up on the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you have a checking account. Chances are you won't miss the money now, but you certainly will a few short years from now if you haven't got it!!

P. S. Remember, too, that every $3 you invest now in U. S. Savings Bonds returns $4 to you in just ten short years.

Automatic saving is sure saving — U.S. SAVINGS BONDS

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



A WALK WITH DE SICA

(Continued from page 222)

popular young leading man. Two of the films in which he appeared: *What Rascals Men Are!* (1932), and *Manon Lescaut* (1938). "All these followed the taste of the day, usually light comedies," he explained.

De Sica directed his first film in 1939, *Red Roses*, which continued the usual formula of commercial pictures. He began feeling his way towards his own style with a social satire directed against the Fascist bourgeoisie called *The Little Martyr* in 1941, which was banned in northern Italy. With the German occupation came the menace of being sent to Germany to direct propaganda pictures. He had an ingenious solution to this problem. De Sica proposed to the Vatican that he make a religious film in Rome. The Vatican sponsored the project, and under this protection De Sica made what he describes as "a passable picture" unmolested by the Germans. After the liberation came *Shoe-Shine*, which brought him an international reputation. As everyone knows by now, it was made entirely without professional actors and helped create the new genre of realism now associated with Italian films.

It took him two years to find backing for *The Bicycle Thief*. Now he is working on two new films, *Totò Il Buono* and *Umberto D.* They will have the same preoccupation with social problems but handled in an entirely different way. He has had some feelers from Hollywood but doubts that he would be able to make his kind of picture there.

We walked on, into a courtyard with a statue against the back wall. The photographer with us asked De Sica to kneel down on the stone floor, to get his head on a level with the statue. Goodnaturedly the victim knelt down on a spread-out newspaper. A head popped out of a top story window, and an old lady with dishevelled hair looked out with amazement at the well-dressed man on his knees. He smiled up at her cheerfully. "*Qu'est-ce qu'il faut faire pour gagner sa vie, Madame!*" She beamed and nodded. A small peaked boy wandered by, we asked him to pose for a moment. He was unwilling, but De Sica started to talk to him. We couldn't hear exactly what he said, but the boy came closer, losing his sharp expression of suspicion. He hesitantly answered a few questions, then started to speak himself. It all happened in a moment, but again I felt the ability of this man to reach out to people, to make them trust him, to put them at ease—a real warmth and sweetness. As we left the courtyard, the old lady waved, we waved back. It all seemed like part of a De Sica film; we were assembling the cast already.





PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.



NOTHING

TAKES THE PLACE OF

GENUINE LEATHER

FOR DURABILITY AND

DISTINCTION—and leading decorators and automobile designers are turning more and more to leather in its smart, new range of colors for the upholstery of fine furniture and cars. Leather affords them the means to combine beauty and utility in the highest degree . . . to gratify your good taste . . . to return to you greater value, for leather is more than worth its extra cost.

THE UPHOLSTERY LEATHER GROUP · TANNERS' COUNCIL OF AMERICA

100 GOLD STREET · NEW YORK 7


PRODUCT OF SCOTLAND
The BLENDED
Scotch Whisky
of the
WHITE HORSE
CELLAR
Established 1742
Original Recipe
ALL that are desirous to pass the
EDINBURGH and LONDON, or any
other place on their road to call
your to the WHITE HORSE CELLAR
in EDINBURGH, at which place they can be
treated in a STAGE COACH every Morning
and FRIDAY which performs the whole journey
in eight days if God permits: and sets out
at ten in the morning.
Allowing each passenger 14 pounds weight
and all above 6 pence per pound money
Proprietors WHITE HORSE DISTILLERS LTD.
Glasgow Scotland
BROWNE VINTNERS COMPANY INC.
NEW YORK CITY, NEW YORK
. . . . Insist on
White Horse Scotch
with its rare distinc-
tive flavor and let
your palate decide.
WHITE HORSE
BLENDED
SCOTCH WHISKY
86.8 PROOF BROWNE-VINTNERS CO., INC., N.Y.C. SOLE DISTRIBUTORS